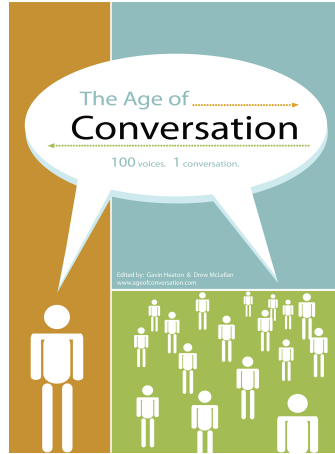


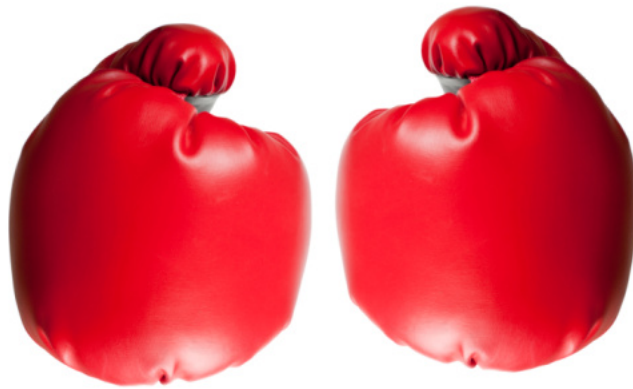
Welcome to the Age of Conversation

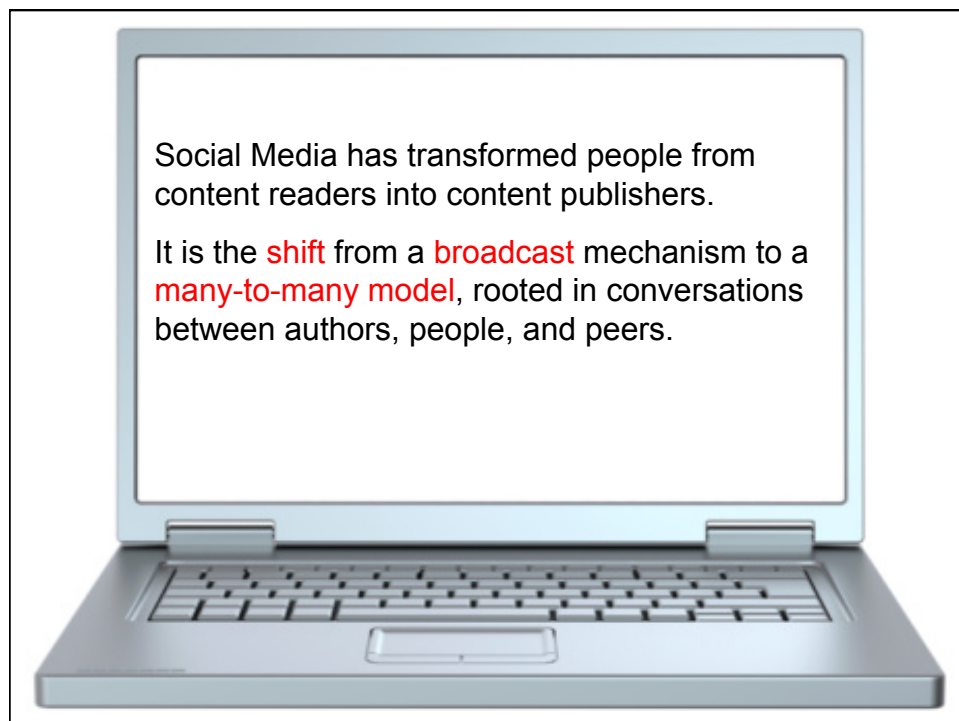


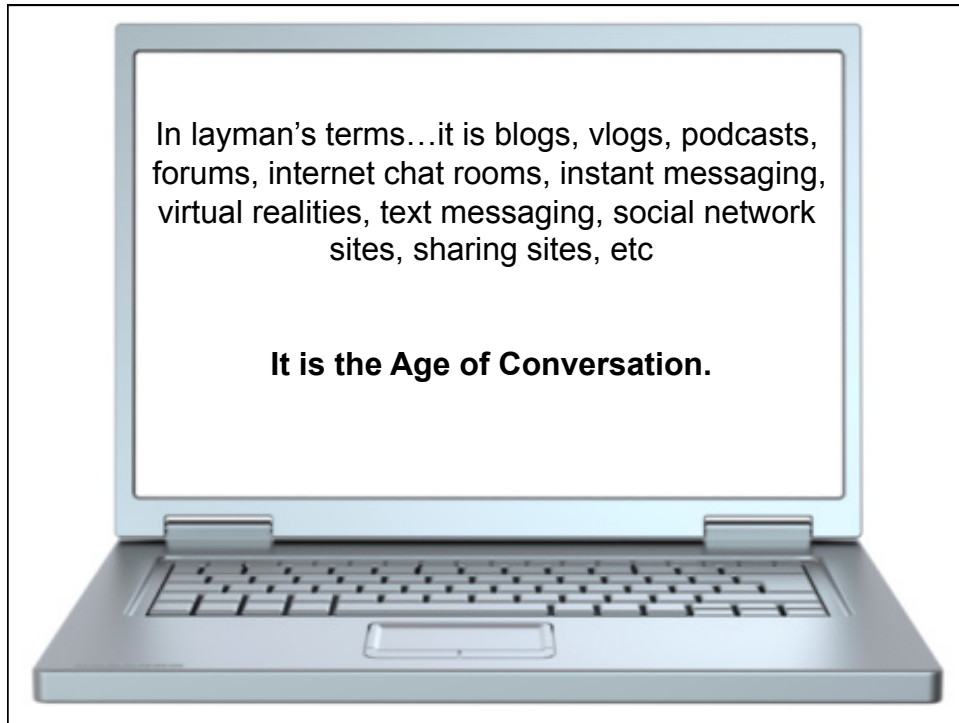
The thrills and the threats

Drew McLellan

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







Google [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 20,500,000 for **cat blogs**. (0.13 seconds)

Blogs by Cat Lovers - WebLogs about Cats
 Blogs (Web Logs or Journals) are a favorite means of talking about our cats, and more and more sites are turning to blogs. Here's a chance to get.
cats.about.com/od/blogs/Blogs_by_Cat_Lovers.htm - 22k - [Cached](#) - [Similar pages](#)

10 Popular Cat Blogs : Pets : Life : Blogs.com
 Recent Posts from this Blog. Daily Cat Picture for April 29th 2009 · Daily Cat Picture for April 28th 2009 · Daily Cat Picture for April 27th 2009 ...
www.blogs.com/top10/10-popular-cat-blogs/ - 26k - [Cached](#) - [Similar pages](#)

Bloggincat.com - I'm a Cat and I Blog
 I see that beautiful handsome cat on the other side and he sees me, too. We both have been trying to figure out ways to get to each other. ...
www.angelfire.com/folk/morgan/catblog/ - 37k - [Cached](#) - [Similar pages](#)

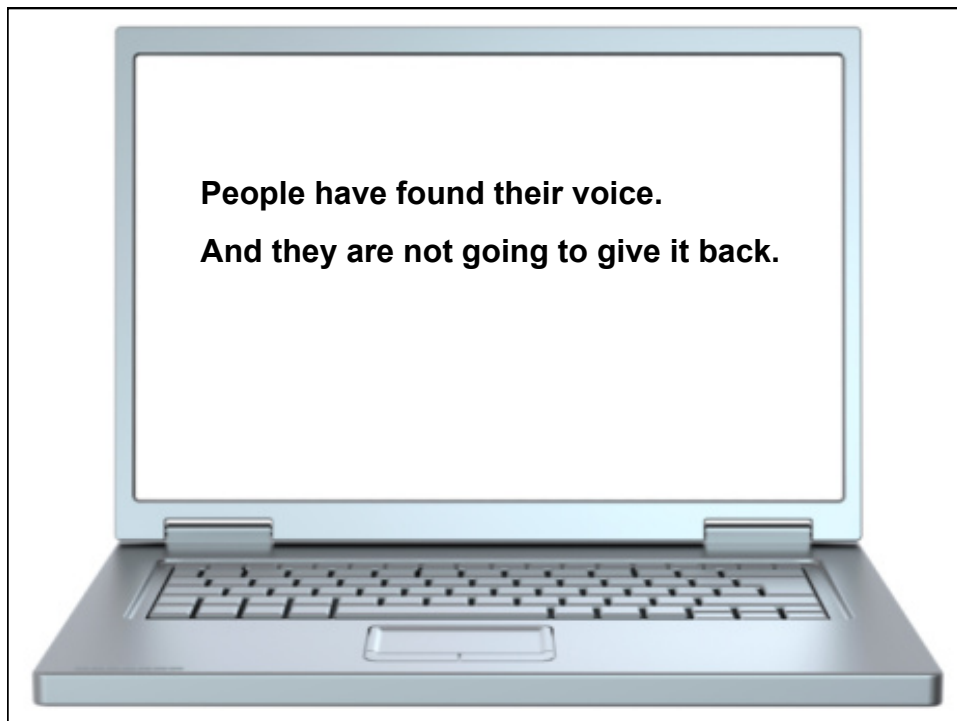
Cat Lady
 Humorist Roberta Beach Jacobson (a.k.a. The Cat Lady) blogs from the litter box. A professional member of the Cat Writers' Association, she believes cats ...
blog.seattlepi.com/catlady/ - 42k - [Cached](#) - [Similar pages](#)

Cats With Blogs - Cat Blogs - Cat Blog Directory
 Welcome to Cats With Blogs, The Cat Blog Directory. ... CATS WITH BLOGS BLOG BUTTON (save the graphic or paste this code into your blogs sidebar) ...
www.catswithblogs.org/ - 4k - [Cached](#) - [Similar pages](#)

Chat About Cats - Web blog dedicated to kittens and cats.
 Chat about cats and kittens web blog dedicated to health, grooming, stories and photos of cats and kittens. Funny cat and kitten photos and pictures.
www.chataboutcats.com/ - 44k - [Cached](#) - [Similar pages](#)

Skeezix's Cat Blog Help Center
 I just read this blog post called "All About Cat Blogging." I'm reprinting part of it here for any cat

Sponsored Links
Cat Lover Forums
 With forums and articles, Cat Lovers will love PetLovers.Com!
www.PetLovers.Com/





The animals have taken over the zoo

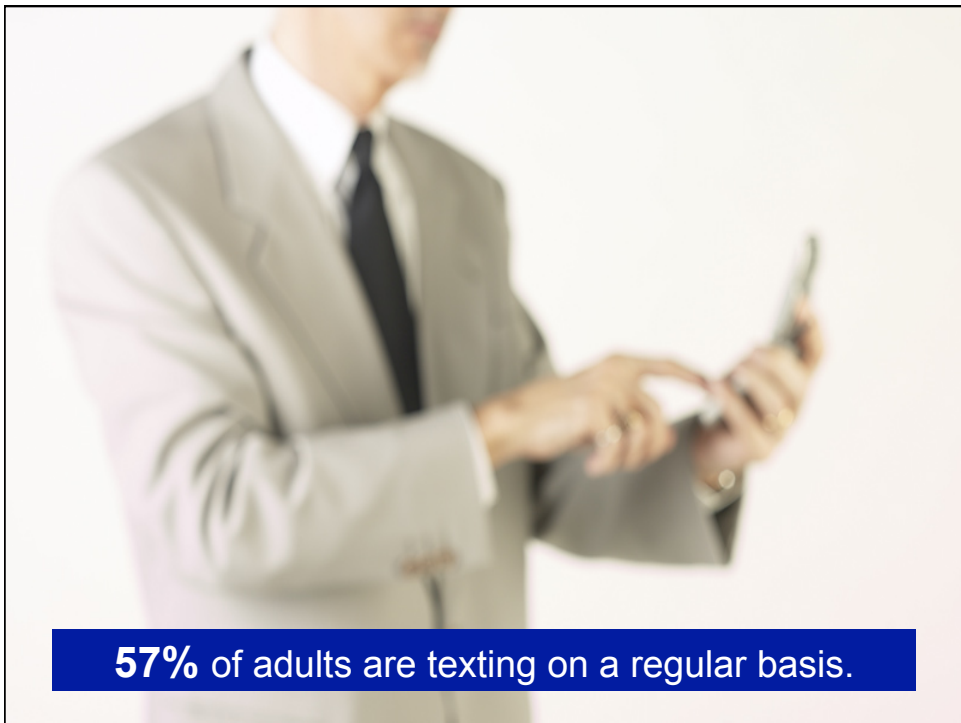


More than **37%** of search results on Google for the world's 20 largest brands are links to **consumer generated content.**

Source: Nielsen Buzz Metrics



The number of text messages sent and received every day **exceeds** the population of the Earth.



57% of adults are texting on a regular basis.





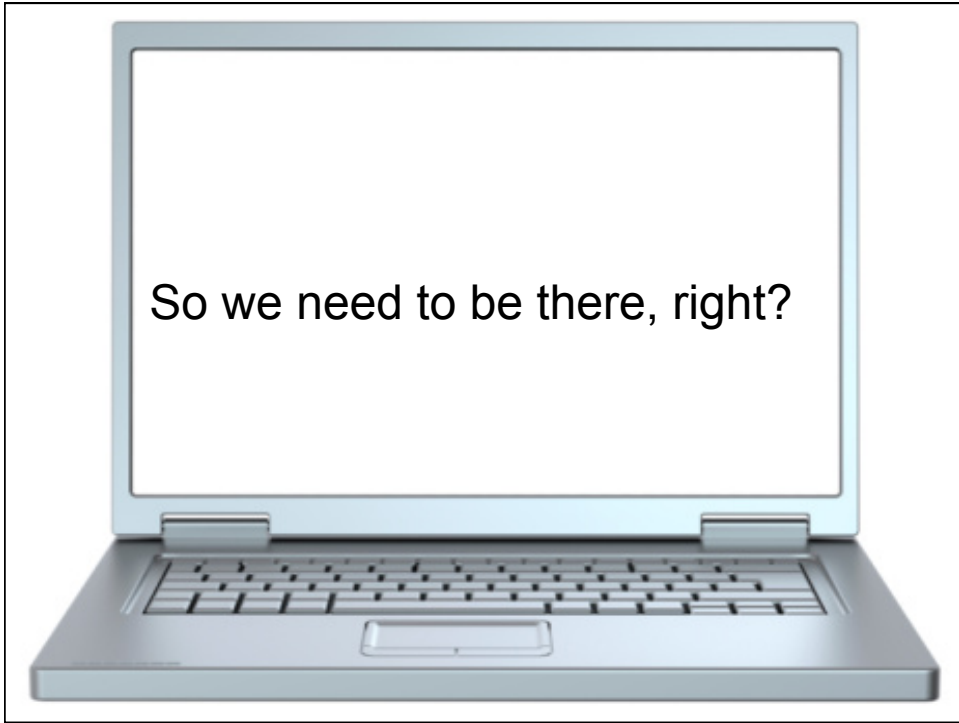
More than 50% of all C-level execs under 40 use Twitter daily.

(New Forbes/Google Report, 2009)



More than 34% of adults who own cell phones use it to access the web every day.

(PRC-Internet & American Life Project, 2010)





No wonder most businesses are afraid of the water!





hee-hawmarketing

there is no box.

ABOUT

Powered by TypePad

BLOGROLL

- adreak
- Ad.Jab
- adliterate
- Adrants - Marketing and Advertising News With Attitude
- Adverb: adman of action

[« A Tune In Saturdays Preview Special](#) | [Main](#) | [Dallas Marketing Zoo](#): [Ep. 2 »](#)

December 31, 2006

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!

Read more

POWER 150
TOP MARKETING BLOGS

WE SUPPORT
WRITERS GUILD OF AMERICA

adliterate

Adrants - Marketing and Advertising News With Attitude

Adverb: adman of action

American Copywriter

ANA Marketing Maestros

Beantalk Talk

Beyond Madison Avenue

Bizsolutionsplus

brandflakesforbreakfast

Canuckflack

ChaosScenario

chroma

Church of the Customer Blog

CK's Blog

Community Guy

Conversation Agent

Copyblogger

CrapHammer

Creating Passionate Users

Creative Think

Critical Fluff

Drew's The Marketing Minute

El Gaffney

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?

WRITERS GUILD OF AMERICA
WWW.UNITEBOLLYWOOD.COM
WWW.WGA.ORG

RECENT POSTS

- F FX (except IASIP)
- 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,

My iTunes Purchases

MUSIC

ALBUMS SONGS

Built to Spill Caustic...
Built To Spill & Caustic...



 Where strategy and passion collide 

Drew's *marketing* minute DREW IS TOP DOG AT McLELLAN MARKETING GROUP

« How's the view from inside the bottle? | [Main](#) | [Grace](#) »

It's your fault!

Remember the discussion about Kohl's right after the holidays. **Paul** (HeeHawMarketing) posted some photos about his experience in a local store. The place was a disaster.

I followed up with a post saying that **Paul's experience is a symptom of bad or a complete lack of branding.** When an organization doesn't have a clear direction -- it generates some significant problems.

- When your employees don't understand your brand -- **even the best employees flounder around,** trying to do what they think they should.
- When you don't invest in employee communication and tell them over and over what

ABOUT DREW



Email Me


McLellan Marketing Group
 1430 Locust Street, Suite 200
 Des Moines, Iowa 50309
 (515) 251-8400

Have You Read Drew's Book?



hee-hawmarketing 

there is no box.


ABOUT



Powered by TypePad

BLOGROLL

adfreak
 AdJab
 adliterate
 Adrants - Marketing and Advertising News With Attitude
 Adverb: adman of action
 American Copywriter

« [The First Time I Wanted to Marry a Phone](#) | [Main](#) | [Tune In Saturdays: Field Music](#) »

January 10, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Kohl's Corp.

Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family, value and national brands.

A Top **25** marketing blog

served fresh weekly







POWER 150
TOP MARKETING BLOGS


WE SUPPORT

WRITERS GUILD OF AMERICA

WWW.UNITHOLLYWOOD.COM
WWW.WGA.ORG



| | | |
|--|---|--|
| <p>Creative Think</p> <p>Critical Fluff</p> <p>Drew's The Marketing Minute</p> <p>El Gaffney</p> <p>exitcreative</p> <p>Experience Curve</p> <p>Experience Manifesto</p> <p>expo86</p> <p>Get Shouty</p> <p>Greg Verdino's Marketing Blog</p> <p>Instigator Blog</p> <p>Jaffe Juice</p> <p>junior planner i am</p> <p>Living Light Bulbs</p> <p>Logic+Emotion</p> <p>Make the logo bigger.</p> <p>Maple Takedown</p> <p>Marketing Hipster</p> <p>Marketing NirvAna -- by Mario Sundar</p> <p>Marketing Profs Daily Fix Blog</p> <p>Masi Guy</p> <p>Media Orchard, by the Idea Grove</p> <p>Mega Huffer</p> | <p>"Come on man! I work at Kohl's and on our worse day we have never looked anything near this disaster.</p> <p>It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!</p> <p>Yes customers can be awful,yes they can mess up the departments,yes it is hard to keep up but the pictures here show a store that gave up or does not care.</p> <p>The comments on this blog are pretty much justified. Remember: Expect Great Things."</p> <p>From Former Kohl's Employee in comments:</p> <p>"Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the ditrict and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."</p> <p>From Alejandra in comments:</p> <p>"I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with biotch and complain about stupid crap and/or do nothing to help."</p> <p>From Emily in comments:</p> <p>"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers.</p> | <p>Built to Spill! Caustic... Built To Spill & Caustic...</p>  <p>Hey Hey My My Hey Hey My My</p> <p>iTunes Make your own</p> <hr/> <p> Ben Yosovitz At work on a Sunday morning. When you're this close to launch, it's C-R-U-N-C-H TIME! 13 minutes ago</p> <p> russell to Bloomsbury for bowling 36 minutes ago</p> <p> Drew McLellan Okay, the pressure is off...I went back a few scenes</p> |
|--|---|--|



Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼



 [Advanced Search](#)
[Preferences](#)



Web

[Kohl's™ Official Site](#)
www.kohls.com Great Savings and a Wide Selection for Your Family and Home at **Kohl's!**

[Women's Clothing - Apparel & Accessories at Kohls.com](#)  
View women's clothing, apparel and accessories at **Kohls.com** - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...
www.kohls.com/kohlsStore/womens.jsp - 29k - [Cached](#) - [Similar pages](#)

[Hee-Haw Marketing: HURRICANE KOHLS!](#)  
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 ...
heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - [Cached](#) - [Similar pages](#)

[Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons ...](#)  
Kohl's, Kohl's Coupons, Kohl's Online Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons and Kohl's Discount Shopping.
www.flamingoworld.com/coupons/Kohls - 207k - [Cached](#) - [Similar pages](#)

[Kohl's Coupon Codes - all coupons and promotional codes for kohls.com](#)  
Find and share **Kohl's** coupon codes and promotional codes for great discounts. Get the best **kohls.com** coupon at RetailMeNot.com.
www.retailmenot.com/view/kohls.com - 135k - [Cached](#) - [Similar pages](#)



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



[- It's INCREDIBLE! | Main | Service: It's Not "Geek" to Robert Stephens Either! ->](#)

Service: It's Not "Geek" to Me

I bought a laptop from [Best Buy](#) along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the [Geek Squad](#) (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.



When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said they were. He was wrong. The card slot appears not to have been touched and

The Geek Squad

I returned to the Geek Squad (It's an hour drive one way) and explained the

ABOUT TOM

[Tom Vander Well](#)

[Book Tom to Speak](#)

[Email Me](#)



SUBSCRIBE TO FEED



[Understanding Feeds/RSS](#)

Or Get the Feed via email.

Enter your email address:



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 tshotckes 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](#)



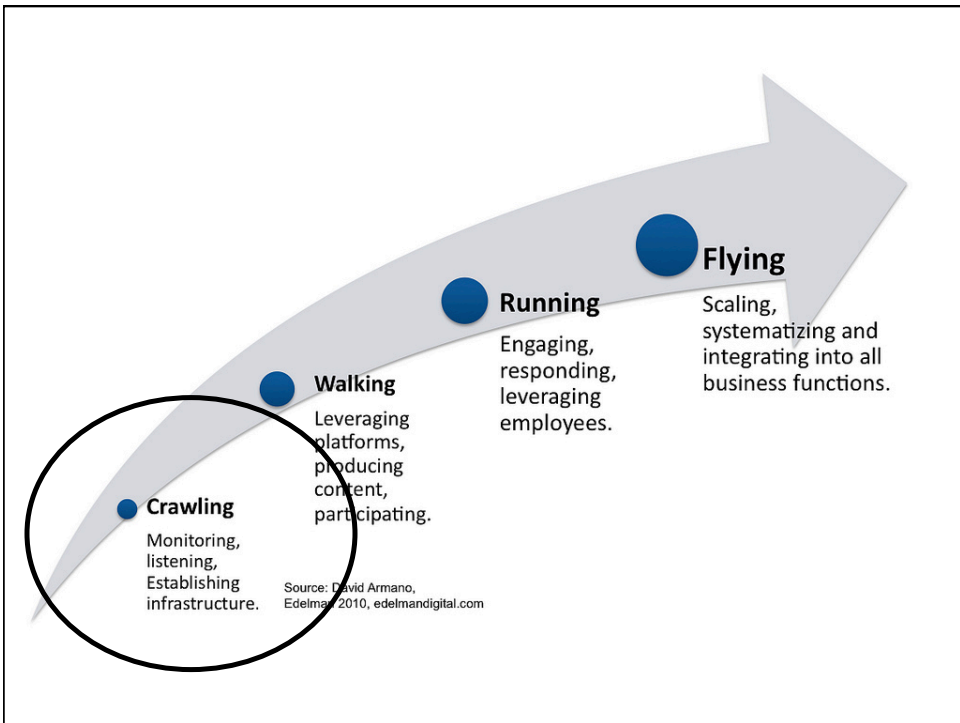
SUBSCRIBE TO FEED



[Understanding Feeds/RSS](#)

Or Get the Feed via email.

Enter your email address:







[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](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type: ▾

How often: ▾

Your email:

Google will not sell or share your email address.

© 2009 Google - [Google Home](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#)

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

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/](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/](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/](http://www.iowabiz.com/)



Next Live Web Event 0 days, 00 hrs., 00 min. | eNewsletter | [Register for a demo](#) | [Customer Login](#)
 toll free: 1-888-GRADIAN | local: (506) 452-9039

Product
Get Started
The Engaged Brand
Blog

> Search



One integrated monitoring and engagement platform
Analytics Dashboard + Engagement Console

[find out more](#)

register
for a demo










[click to sign up](#)

Radian6 gives you a complete platform to listen, measure and engage with your customers across the entire social web.
[Listen and join the dialogue with Radian6.](#)

take a
quick look

[click to watch what we do](#)

A Few of Our Clients:

Product

The social phone is ringing

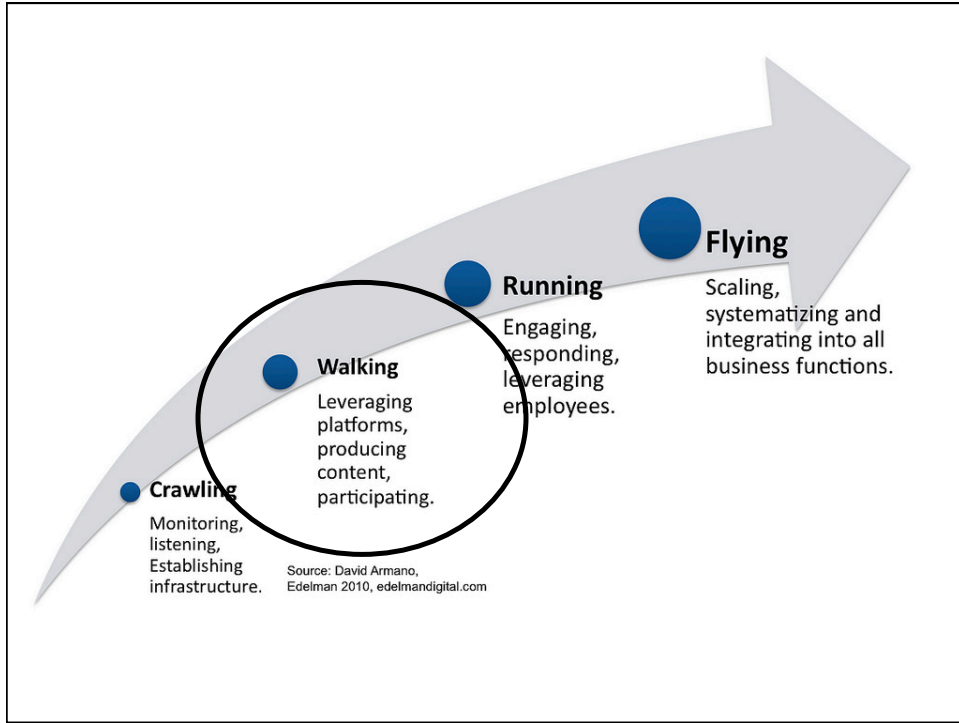
Get Started

Register for a demo and learn more

The Engaged Brand

Get back to the basics

Every month, we tackle the how-tos of social



GIANT EAGLE
low prices. uncompromising quality.™

Thank you for visiting Giant Eagle® on twitter.

gianteagle.com

GIANT EAGLE

GIANT EAGLE **Giant_Eagle**

Home Profile Find People Settings Help Sign out

Name Giant Eagle, Inc.
Web <http://www.gianteagle.com>

304 following 2,195 followers 117 listed

Tweets 430

Favorites

Actions
block Giant_Eagle
report for spam

Following

View all...

RSS feed of Giant_Eagle's tweets

Buy 2 boxes of Pampers Big Pack Boxed Diapers (48 to 96 ct), @ \$19.99 ea. & get bonus 30-cent fuelperks!. Sale dates: 7/8-7/14

about 15 hours ago via web

Tweet to share news, links

Get \$3.00 off our deli party size salads w/ yr Advantage Card. Celebrate the 4th with 3 lbs of potato salad, macaroni salad or cole slaw.
3:11 PM Jul 2nd via web

Feed 4 for Under \$10. This week's meal is Beer Bratwurst with Classic Pasta Salad. Click here for more details:
<http://tinyurl.com/29sr3no>
12:31 PM Jul 2nd via web

This week buy one bag of Frito Lay's Potato Chips, get one free! (10.5-11 oz., selected varieties) Sale dates: 7/1-7/7
6:43 PM Jul 1st via web

This week buy \$10 in participating Edy's Ice Cream products & save \$2 OFF yr next shopping trip! Final price: 4 for \$10. Sale dates:7/1-7/7
5:38 PM Jul 1st via web

facebook

Search

Home Profile Account

Food City Like

Wall Info Photos Discussions Events Notes >>

Food City + Others Food City Just Others

Food City Follow me to Freshville! Show us your speed eating skills in our watermelon and corn eating contests. Come for the locally grown produce but stick around for the contests, prizes and giveaways. Events kick off this Saturday.

Freshville Farmers Market
www.foodcity.com
First stop is Lenior City, TN this Saturday, July 10th. For more dates and locations click here!

11 hours ago · Share

Mike Tipton likes this.

Food City Good Morning, today's question made me think so here it is. What is the last thing you have bought after seeing a commercial for it?

17 hours ago

View all 10 comments

Shelly Olinger moon sand for m...
one
3 hours ago · Flag

Amanda C. Ackley Not that we get many channels, but since you ask ... I've yet to see gluten free food advertised, except for on-line. Would be chuffed to actually a gluten free product advertised on TV! Until then, I'll continue to mute/ignore commercials. :-)
8 minutes ago · Flag

Food City This week's new releases at the Food City Video Department include the cop drama "Brooklyn's Finest" starring Ethan Hawke as well as "A Single Man" starring Julianne Moore

Video | Food City
www.foodcity.com
Burned out veteran Eddie Dugan is just one week away from his pension and a fishing cabin in Connecticut. Narcotics officer Sal Procida has discovered there's no line he won't cross to provide a better life for his long-suffering wife and seven children. And Clarence "Ta..."

Know Your Customers?

Flowtown turns emails into social profiles.
Like

Not Shocking

entertainment companies around the world.
Angela Penny likes Not Shocking.
Like

Social Marketing Tool

Create Chat (0)

The Food Experts.

Add to My Page's Favorites
Suggest to Friends

The Official Fan Page of Food City Supermarkets, headquartered in Abingdon, VA.
Posting personal ads, spam, or profanity is not permitted.

3,235 People Like This

Jimmy Martin
Jessica Leigh Holbrook
Tonya M Howard

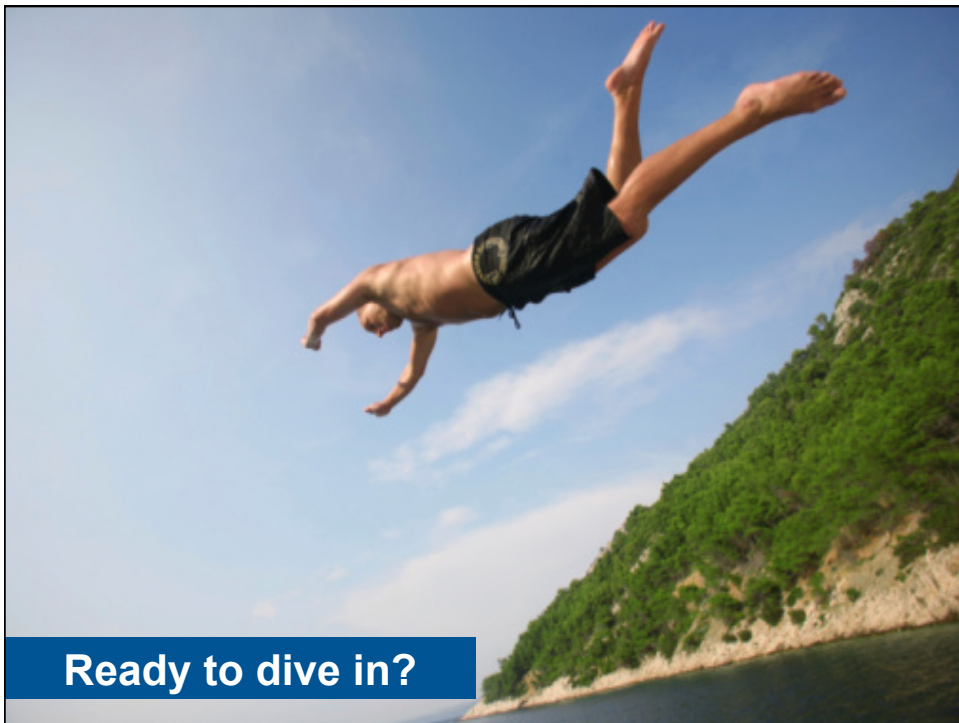
Tammy Price
Sandra Clark
Neal Reid

Photos
2 of 23 albums See All

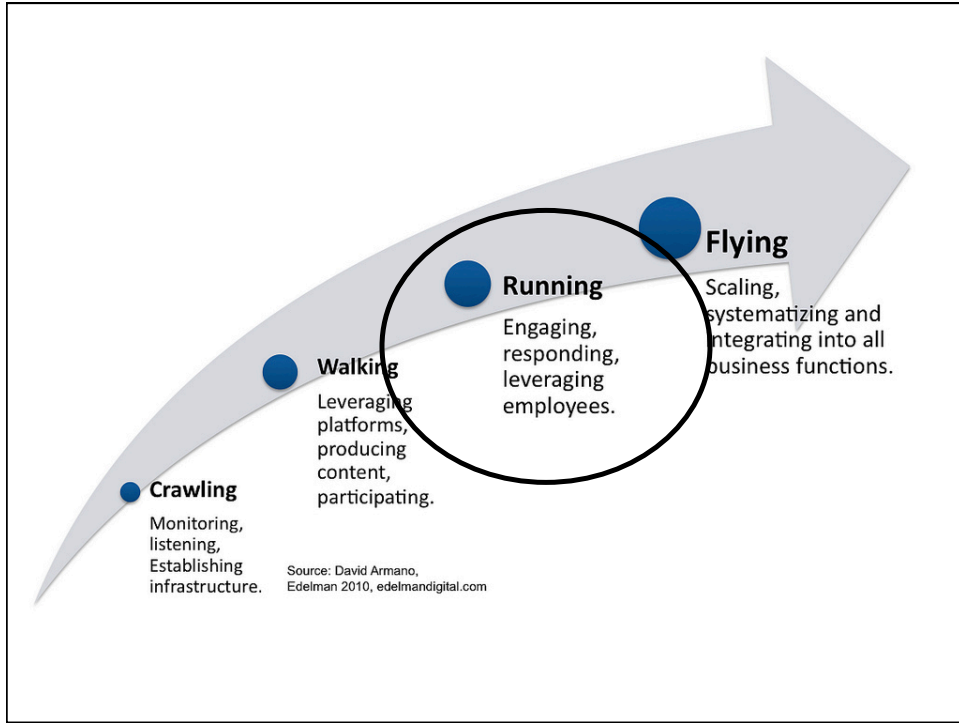
Use FB to share news



Remember the cocktail party rule



Ready to dive in?



The content equation

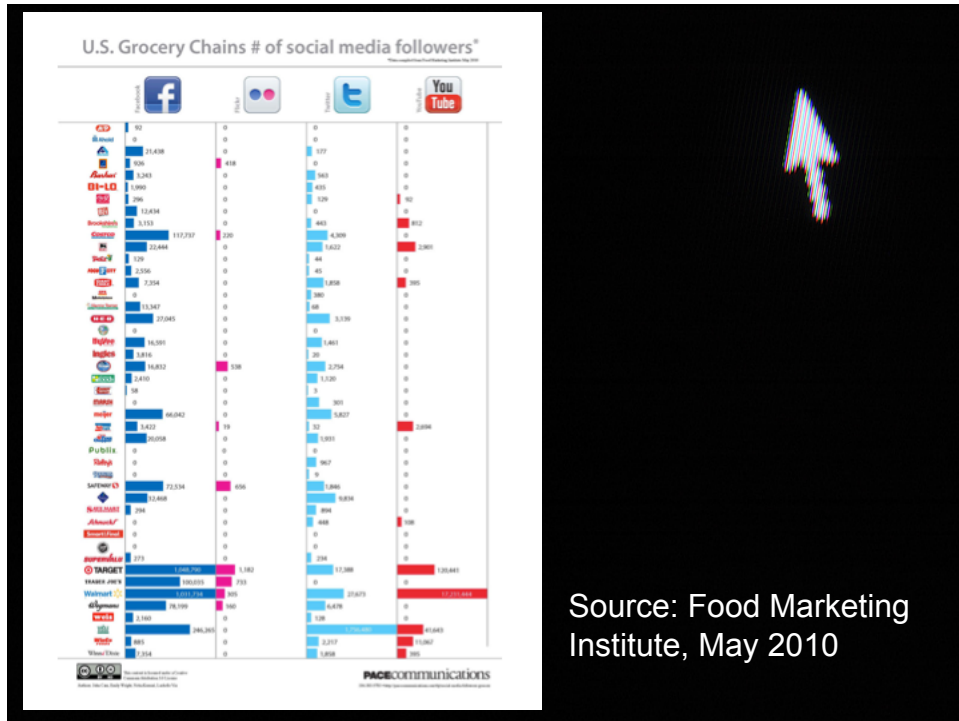
Content

Twitter

YouTube

Facebook

flickr™



Source: Food Marketing Institute, May 2010

The screenshot shows the YouTube channel for Whole Foods Market. The channel name is "Whole Foods Market" with the subtitle "WholeFoodsMarket's Channel". The page features a banner with the text "Natural and Organic Cooking", "Sustainable Agriculture", and "Green Living". A video titled "In partnership with WHOLE FOODS MARKET" is currently playing. Below the video, a red box highlights the text "Advantages: Multi-media Easy to share SEO". To the right, a list of uploads is visible, including "Vital Farms - Austin, TX", "Our Team Members Give \$1.5 Million!", "Haitian Mangoes", and several "The Secret Ingredient" videos.

Advantages:
Where the people are
Easiest
Quick conversations

Sandy Kerridge - Nadeau likes this.

Sandy Kerridge - Nadeau ya frito lays has coupon but only for walmart
about an hour ago · Flag

Jack Lohnes any date yet of the new me
4 hours ago · Flag

Judy Coon Stubleski With kids living in Green Bay, Chattanooga, and Minneapolis, they can't wait to get home locations for you. And how about the U.P. of Michigan?
4 hours ago · Flag

Bonita Thurman We need a Meijer in Leitchfield, KY. We only have a Wal-Mart, Houchen's and Save-A-Lot. We have to drive 35 to 80 miles to even get to a Meijer, Krogers etc....Our Wal-Mart is more expensive than others because there is not enough competition for them. It would be really great if you considered our location.
6 hours ago · Flag

Tanya Jorgensen Moore I have a suggestion for Meijer's website... I noticed in my e-commerce class that Walmart is trying to compete with iTunes so they are doing MP3 downloads for as little as 69 cents off of their websites....how about Meijer offering something like this?
6 hours ago · Flag

Ashley Keenan You guys need to carry pasturized eggs in your Bay City store.
7 hours ago · Flag

meijer What's hot right now? Well, besides the weather, we've got \$0.09 4x6 photo prints, 50% off 5x7 enlargements and 50% off 8x10 enlargements for all of your summer vacation photos!
9 hours ago

12 people like this.

View all 17 comments

Roslyn Johnson - Shackelford I would like a Float Frame. Any discounts on those?
4 hours ago · Flag

Jennifer Abel I wish there was a Meijer in Iowa.... :(
4 hours ago · Flag

Add to My Page's Favorites

Suggest to Friends

Did you know that we post additional updates and specials on twitter? Follow us @ www.twitter.com/meijer

Get text promotions by texting SAVE to MEIJER (634-537)

Information

Founded: 1934

2 Friends Like This

 
B.L. Ochman Kevin Dugan

71,304 People Like This

  
Aaron Lowery Cathy Fazio Lisa Hill Dacloush

  
Matt Schreiber Katie Ann Hager Megan Mattson

Favorite Pages

6 of 7 Pages [See All](#)

1-101

Chat

facebook

Search

Home

 **Meijer** Like

Wall Info **Food & Wine** Events Photos Welcome! >>

meijer meal!box .com

Create your weekly mealplan, with Meijer exclusive coupons in hand. Over 3,000 recipes just take a look, all you have to do is cook.

[Get Mealbox](#) [Click Here](#)

Free Mealbox iPhone App!

Clicking will launch iTunes

Get Mealbox Widget For iGoogle or Blog

[Click Here](#)

[Share](#) Share Mealbox with your friends!

meijer winelist .com

Price, Variety, Vineyard and more; Winelist will help you select a wine from your local Meijer store.

[Get Winelist](#) [Click Here](#)

Free Winelist iPhone App!

Clicking will launch iTunes

Get Winelist Widget For iGoogle or Blog

[Click Here](#)

[Share](#) Share Winelist with your friends!

Facebook © 2010 · English (US)

About · Advertising · Developer

Advantages:
Can customize
Promote other
products & services

24

Advantages:
Immediate feedback
Customer service

Syr Taft Rd store closed – roof fire caused some damage. Working w/NYS Ag & Markets and hope to repair and reopen tomorrow. Stay tuned
about 5 hours ago via CoTweet

@JAlhart Hello! We are looking into this and will get back in touch with you shortly! Thx...
about 8 hours ago via CoTweet in reply to JAlhart

Does your teen love to cook? Try Teen Camp in #Rochester and #Buffalo July 19–23 Details:Roch <http://cot.ag/cuwjW5> Buff <http://cot.ag/b8MOFT>
about 9 hours ago via CoTweet

@WCRFastTrack Hi there - we are checking this out and will be back to you soon. Thanks!
about 9 hours ago via CoTweet in reply to WCRFastTrack

SKINCARE EVENT!!! #Allentown and #Fairfax, 7/10 11am–3pm. Get Tropical with Alba Hawaiian/Rainforest Products! Details: <http://cot.ag/a3fwpz>
about 10 hours ago via CoTweet

Kids In the Kitchen #Rochester–Have fun w/ your kids and learn new ways to add fruit into meals 7/9 10–11am&11:30–12:30 <http://cot.ag/bB58LC>
about 13 hours ago via CoTweet

@graserlaser Good day - unfortunately the store only has 2 bread slicers – one thick and one thin...sorry to disappoint :-(
about 16 hours ago via CoTweet

@damntragic Hi Niki – we're on it and will get back to you! Thx...
4:27 PM Jul 6th via CoTweet in reply to damntragic

@JoynitaSur Hey Joynita! Glad to hear, hope you mom had a great birthday!
12:27 PM Jul 6th via CoTweet in reply to JoynitaSur

@copperlegend Joanna – abita straw lager was avail to us only thru May but the good news is that it will be back in the

WFM HOME STORES PRODUCTS RECIPES HEALTH & NUTRITION VALUES COMPANY FORUMS SUBSCRIBE VIA RSS

WHOLE STORY

the official whole foods market® blog

Contact Us | RSS Feeds | Meet Our Contributors
Email Subscriptions

SEARCH

Harpoon-Caught Swordfish

by Paige Brady, July 7, 2010 | Permalink | Email this



Get it while it's here! Thanks to improved management, swordfish populations have recovered in North Atlantic waters, and Nova Scotia's harpoon fleet is the first swordfish fishery to be certified sustainable by the [Marine Stewardship Council](#). Harpooners bring us fresh swordfish for just a few weeks each summer, so now is the time to get cooking with this legendary fish. Learn more and find great cooking tips and recipes at [Not Just Another Fish Story](#).

The Nova Scotia harpoon fleet uses a traditional, time-honored fishing method, relying on knowledge and techniques handed down from generation to generation. Most of these boats are

ON THE WEB

- Whole Foods Market photos on Flickr
- Whole Foods Market on Facebook
- Whole Foods Market updates on Twitter

VIDEOS & PODCASTS

View our growing library of video content.

BE GOOD TO YOUR WHOLE BODY

Audio podcast all about natural body care and supplements.

Advantages:

SEO Authority Content with attitude

- Light Swordfish
- Henric Throck Inspires a Collective Spirit
- Plantains with Indulgences
- A Great Basil Dish Could Win
- What Would You Do With a Case of Cherries?
- Lighter Foods for Hotter Days
- Make it Natural: Raw Berry Crisp

Nationwide Fire Protection

Respected & Renowned... Nationwide

800-750-7055

Home Services Free Quote Quality Guarantee About Us Blog Contact Us

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. ([more...](#))

Comments (0)

Los Angeles Fire Protection Company Gives Tips for Hiring a Qualified Inspector

Categories: [Articles](#), [News](#)

Search:

Archives:

- February 2010
- January 2010
- December 2009
- October 2009
- September 2009
- August 2009
- July 2009
- June 2009
- May 2009
- April 2009
- February 2009

Meta:

Web Images Videos Maps News Shopping Gmail more ▾

Google "fire protection" restaurant, california Search Advanced Search

Web Show options... Results 1 - 10 of about 187,000 for "fire protection" restaurant, california. (0.34 seconds)

[Estrada Exhaust Cleaning Restaurant Fire Protection Mountain View ...](#)
Feb 2, 2010 ... MerchantCircle.com -- Estrada Exhaust Cleaning-Restaurant Fire Protection of , Mountain View, CA. Phone: 800-468-5636.
[www.merchantcircle.com/.../Estrada.Exhaust.Cleaning-Restaurant.Fire.Protection.800-468-5636 - Cached](#)

[California Fire Suppression Systems | Nationwide Fire Protection](#)
Los Angeles Fire Protection Company lists top Five Restaurant Fire Hazards ... Los Angeles and Bakersfield, CA Fire Protection Company Offers Turnkey ...
[www.nationwidefireprotection.com/ - Cached - Similar](#)

[Nationwide Fire Protection Blog | Fire Sprinkler Systems, Fire ...](#)
Los Angeles and Bakersfield, CA Fire Protection Company Offers Turnkey Service ... a fire protection system and a restaurant kitchen in one project. ...
[www.nationwidefireprotection.com/.../los-angeles-and-bakersfield-ca-fire-protection-company-offers-turnkey-service.html - Cached](#)

Show more results from [www.nationwidefireprotection.com](#)

[Los Angeles Fire Protection Company lists top Five Restaurant Fire ...](#)
Jan 16, 2010 ... Los Angeles Fire Protection Company lists top Five Restaurant Fire ... CALIFORNIA— Nationwide Fire Protection Corp. has released its list of ...
[www.prlog.org/10491352-los-angeles-fire-protection-company-lists-top-five-restaurant-fire-hazards.html - Cached](#)

[California Fire Protection Contractors San Diego and Imperial Counties](#)
Description: Install maintain restaurant fire systems. Hand portables, Alarms water ...
Spectrum Fire Protection - 9938 Potter Street, Bellflower, CA 90706 ...
[www.buildingtradesdir.com/.../california/California/.../california_fire_protection_con.html - Cached - Similar](#)

[LA Fire Protection Fire extinguisher Suppliers in California by ...](#)
RexFire Services like Fire Protection, Fire Suppression System, Fire Extinguisher systems, Restaurant hood system, Ansul Systems Call Now: 866-739-3473.
[www.rexfireinc.com/ - Cached - Similar](#)

[California Hood Sales - California Kitchen Vent Hoods Specialist](#)

Sponsored Links

[Fire Protection](#)
Extinguisher/Sprinkler Inspection & Repair Throughout CA. Call Today!
[www.nielsensfire.net](#)
California

[Wilgus Fire Control Inc.](#)
Licensed Fire Protection Services Home, Business and Vehicles
[www.wilgusfire.com](#)
California

[Fire Suppression](#)
System Design, Installation and Service Since 1971. Get Info Now!
[www.ORRProtection.com](#)

[See your ad here >](#)






**80 year-old family owned
17 locations in Ohio
Launched in 2009
Started with Twitter**



**Tracking name mentions
Surveys: content interests
Extension of customer care
Attitude of experimentation**




FOOD & WINE


With Linda Griffith

Get Your **User Name!** » Dining & Bars
» Forums Home

[Start a New Topic](#)
 Search This Forum: Enter Keyword(s) [GO](#)
 » Search All Forums
 » [LOG IN](#)



Click Here



24003. **Sad how** by vittlehead, 7/7/10 NEW

1. It's also sad by roodog, 7/7/10 NEW

24002. **LA Bound-Suggestions** by in2food, 7/7/10 NEW

24001. **Thanks, Paul Minnillo**, by lgriffith, 7/7/10 NEW

1. I also say "thanks" to... by pears, 7/7/10 NEW

1. Yes, by oleagle, 7/7/10 NEW

2. I guess by foodie914, 7/7/10 NEW

3. Yes, but by vittlehead, 7/7/10 NEW

24000. **Lola Dinner Attire** by JacketTennisRyan, 7/6/10

1. In this weather by pchak, 7/6/10

2. business casual (e) by lizlewis, 7/6/10

3. JT show? (e) by used2bcmt, 7/6/10

4. In the cleveland heat by sweetpoosce, 7/6/10

5. A nice sport shirt by lgriffith, 7/6/10

Food & Wine Forum with Linda Griffith

About the moderator Linda Griffith, who posts as LGriffith, has been involved with the art and business of food since 1983. She is an accomplished cookbook author and food writer, and has appeared on local and national TV shows. [Read more about Linda here.](#)

Instructions:



- To open a message, click on a headline in the top window
- Read messages and respond in this bottom window

Alert Us to Inappropriate Posts

Help us keep this forum civil and on-topic. If you see an inappropriate post, click the "Alert Us" button.

No one under the age of 13 is allowed to use this forum.

Questions or comments? Try our [Forums Help](#) section or [Help/Feedback](#) page.

E-mail This Post

- » Contact Interactivity Management
- » Forums Help
- » User Agreement
- » Privacy Policy
- » Community Rules



cleveland foodie

No, that's not an oxymoron. Our city is filled with talented chefs (even one Iron Chef) and must-try dishes. Cleveland might not have the quantity as other cities, but we have the quality. From gourmet grocers, to mom and pop sandwich shops to high-end celebrity chef restaurants - It's a great place for a foodie.

[ABOUT THE AUTHOR](#)
[CHEF INTERVIEWS](#)
[CHEF RECIPES](#)
[ADVERTISING](#)
[CONTACT](#)

« Older posts

reds, whites and brews (and your chance to go)

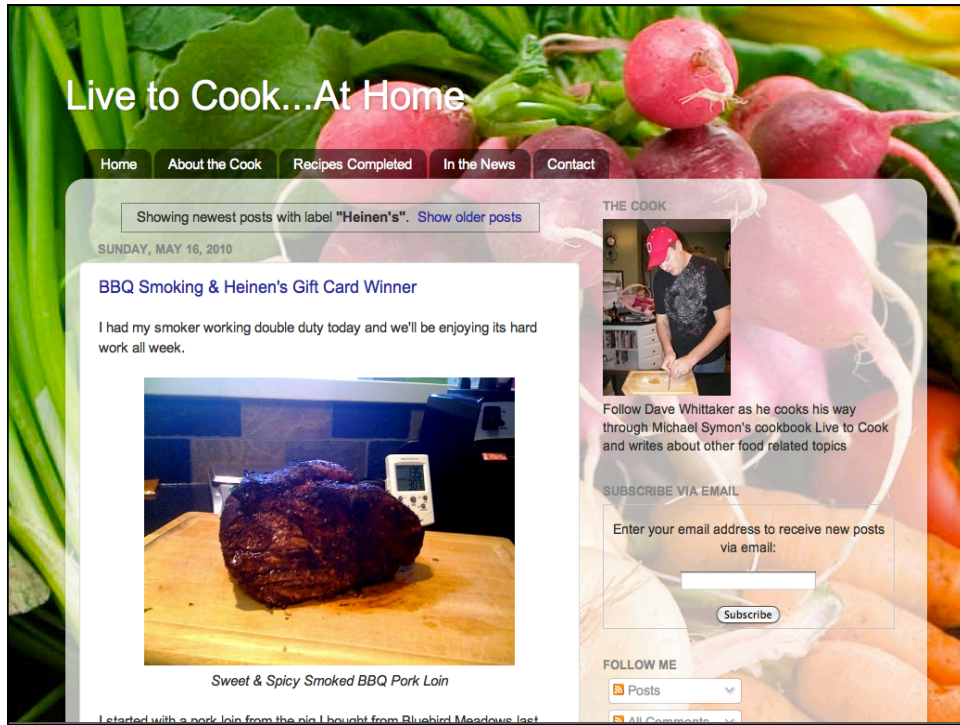
July 5, 2010

Literacy is fundamental for the region's health and prosperity. Each year, hundreds of local children fail the state reading proficiency exams and fall further behind their classmates. Literacy is the basic building block for success in both school and in life.

To improve literacy in our region, please support Cleveland Reads and its 9th annual **Reds, White and Brews** fundraiser on July 16th at Windows on the River. The event features wine and beer tastings from all over the country, along with heavy appetizers, desserts and a silent auction. Tickets are \$90.

Jamie used to be on the board for Cleveland Reads and we've attended this event several times. It's truly a great evening and the wine tastings can't be beat – and it's for a very worthy cause. Personally, I've been involved in a handful of literacy programs in our area and spoken to several city leaders and educators on this topic. It's quite upsetting to learn just how far behind many of our students are. But we can help. You can help. To purchase tickets, [visit here](#). To learn how to support the initiatives of Cleveland Reads, including



Live to Cook...At Home


Home About the Cook Recipes Completed In the News Contact

Showing newest posts with label "Heinen's". [Show older posts](#)

SUNDAY, MAY 16, 2010

BBQ Smoking & Heinen's Gift Card Winner


I had my smoker working double duty today and we'll be enjoying its hard work all week.



Sweet & Spicy Smoked BBQ Pork Loin

I started with a pork loin from the pig I brought from Bluebird Meadows last

THE COOK



Follow Dave Whittaker as he cooks his way through Michael Symon's cookbook Live to Cook and writes about other food related topics

SUBSCRIBE VIA EMAIL

Enter your email address to receive new posts via email:

Subscribe


FOLLOW ME

Posts

All Comments

I really enjoyed this dinner, although my wife thought it was a little bland. The fish from Heinen's was very fresh and the aromatics in the oil gave it a subtle flavor of anise and garlic, while letting the taste of the fish really be the star. I served the fish with some roasted asparagus and sauteed ramps and it made for a delicious, healthy meal.

The only thing that will keep me from poaching in olive oil on a regular basis is that it takes a full quart of olive oil, which is not exactly ideal for the home kitchen. For this dish, I selected a moderately priced, Heinen's brand olive oil. I definitely would not recommend using an expensive olive oil for this preparation! So I'm wondering, has anyone else poached fish in olive oil? Do you reuse the olive oil? If so, do you only use it for more fish or do you use it for other things too? Obviously it will be scented with the aromatics, but I'm hoping the fish flavor will not linger. I saved the oil and am planning to give it a try but I'm interested in your thoughts as well.



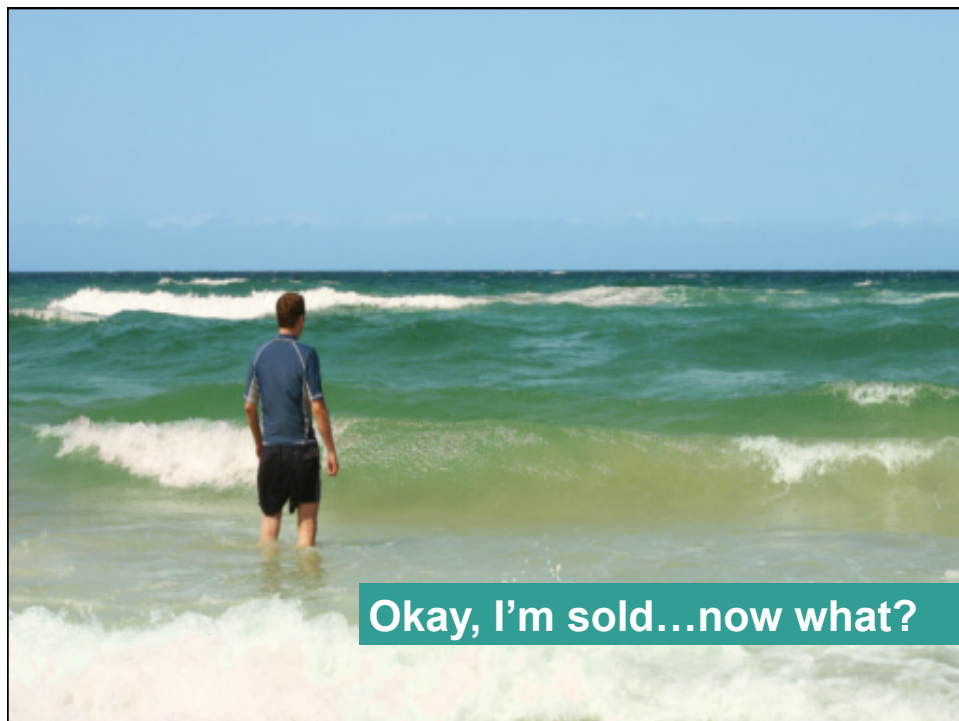
This post was sponsored by Heinen's, which of course means I've got another giveaway for you. Instead of Viking passes I am giving away a gift certificate good at any of Heinen's 17 stores in the Cleveland area. Simply leave a comment, any comment on this post to enter. As always, I welcome multiple entries if you Tweet / Facebook about the giveaway. I'll pick a winner in a week but in the mean time, head over to Heinen's and check out some of their fresh, Alaskan fish.

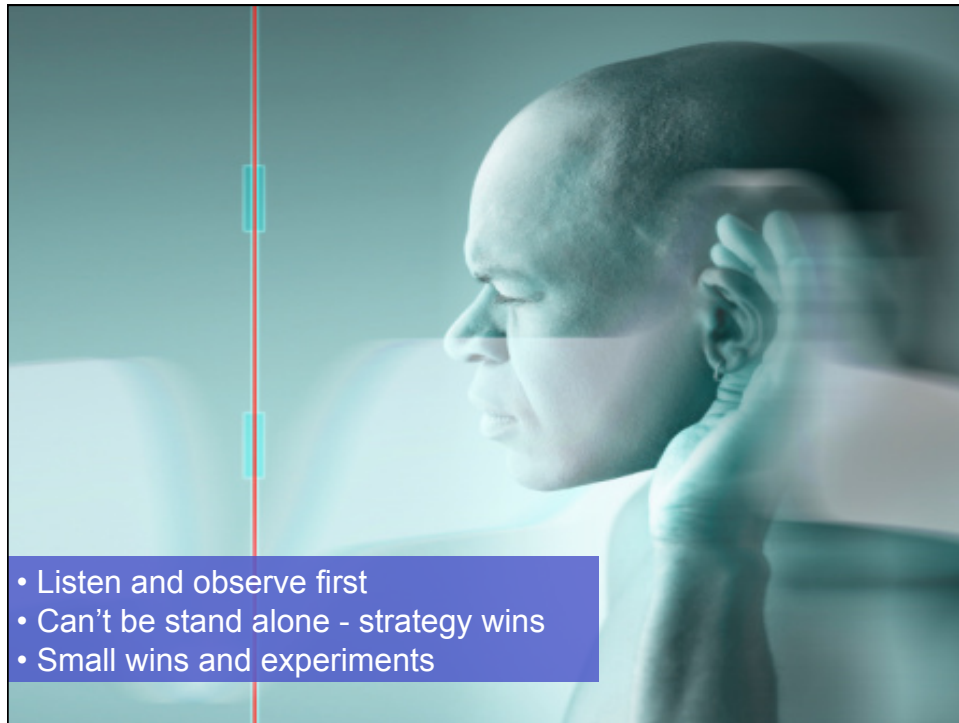
Cost

I will provide the approximate cost for each recipe in the book, as well as the source of the products used.

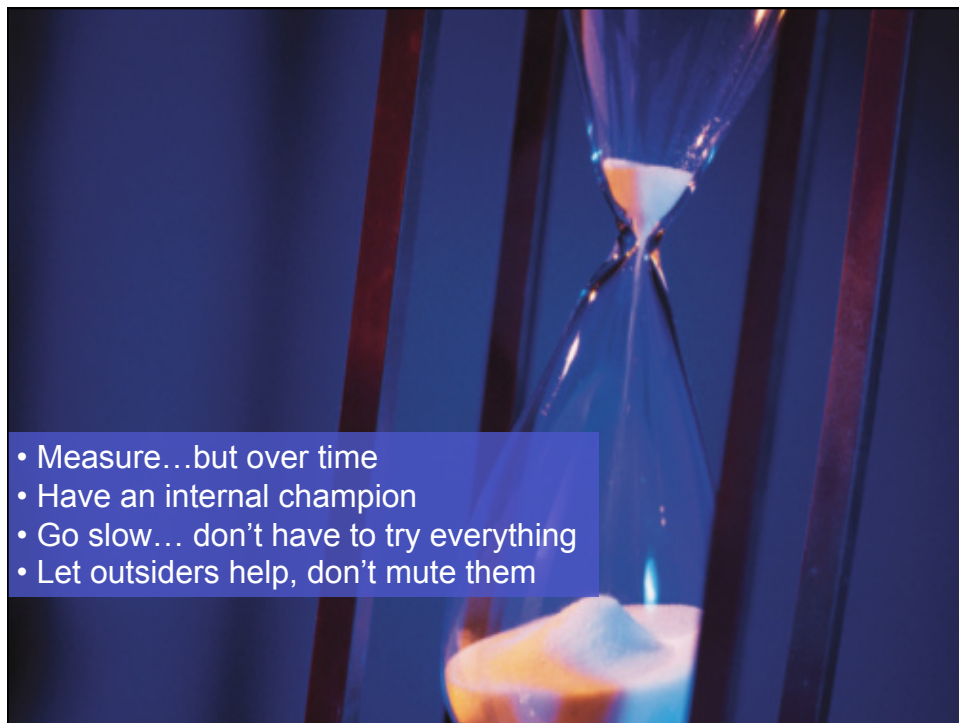
It cost about \$24.91 to make Michael Symon's Olive Oil-Poached Halibut with Fennel, Rosemary, and Garlic (p. 180).







- Listen and observe first
- Can't be stand alone - strategy wins
- Small wins and experiments



- Measure...but over time
- Have an internal champion
- Go slow... don't have to try everything
- Let outsiders help, don't mute them





www.drewsmarketingminute.com/IGIA.html  **Drew's marketing minute** Where strategy and passion collide 
DREW IS TOP DOG AT McLELLAN MARKETING GROUP

IGIA
Thursday's presentation on social media:
[Download presentation here](#)

Link to Social Media Video:
[Click to view here](#)

Link to Social Media/Grocery chart:
[Click to view here](#)

Link to Social Media Policy Examples:
[Click to view here](#)

Social media books I recommend:

I Recommend

| | |
|--|---|
|  The New Community Rules: Marketing on the Social Web Tamar Weinberg (P...) \$16.49 |  Social Media 101: Tactics and Tips to Develop Your Business Online Chris Brogan (Hard...) \$15.61 |
|--|---|

ABOUT DREW



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

Check out Drew's books
[Drew's Amazon Author page](#)

IPHONE





McLELLAN MARKETING GROUP

Where strategy and passion collide 

515-251-8400
drew@mcllellanmarketing.com

Copyright 2010. McLellan Marketing Group. All Rights Reserved.