

PROGRESSIVE REFERRAL GROUP OF LANCASTER

Building Relationships to Succeed in Business

WWW.PRGL.ORG

Officers

President: Mark Bohach
Vice President: Paula Sprouse

Treasure: Todd Childers
Secretary: Brianna Flint

Minutes: October 26 , 2006

Weekly Referrals: 10 Closed: 7 YTD Referrals: 259

Members tidbits

Tubaugh Remodeling does all their own work, there is NO outside contractors.

Uniglobe Travel is planning a summer trip to Ireland.

Stewardship Mortgage is building new office space on N. Columbus St. if interested.

Ohio Rehab and Diagnostic offers free sports clinic on Saturdays from 9-12.

Time to buy a new or used car, great deals at Speciality Auto.

Estelnet Computing has your wiring needs: coaxial for cable, telephone, and internet, siamese cable for your surveillance.

John Mott, Corporate Finance Associates, raise money to grow, buy or sell your business.

Treasures Report: balance \$859.39 breakfast: \$160.00

Guest: James Davis- Full Spectrum Home Analysis -residential and commercial inspection service

- **Reminder if the city schools are closed we do not hold a meeting**
- PRGL Christmas Party on December 14th 6:30 pm (no morning meeting) at Stewardship Mortgage/Interim Health Care, 2670 N Columbus Rd. Do we want to do potluck or donate a few dollars to have it catered?
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Speaker: Gary Peterman - HFM Publications

HFM Publications is a quarterly magazine in 7 cities, Pataskala/Blacklick/Reynoldsburg, Pickerington/Canal Winchester. Grove City, Circleville, Chillicothe and Lancaster. They feature direct mail advertising to the homes, with full color ads.

Gary has been in the direct mail industry for over 13 years and changed from the envelope style coupon sheet ads to the magazine around 2000 finding the homes hang onto the magazine longer since it has food coupons in it.

Direct mail has many benefits, 9 out of 10 people use coupons, this magazine features only full color advertising, so the customer does not have to decipher through the paper to find you. Advertising with HFM Publications has a great return on your investment with being delivered to over 25,000 homes in Lancaster, being the magazine style with the food coupons, people save the magazine and look through it more than once.

This is a great way for new businesses to advertise and get there name directly into the homes of people in that city.

November 2 - group connection - **BRING PORTFOLIOS** to update

9- Mike Pettit - Lancaster Economic Development

16- Jacky Ellis-Theisen- Floral Design Gallery

23- *Happy Turkey Day*

