

Progressive Referral Group

Thursday, August 12, 2021

Deb's Corner Café

President: Colleen Spangler
Vice President: David Weber
Treasurer: Dee Conrad
Secretary: Cheryl Barber

Members Present: Ron T, Brenda, Kent, Jennifer, Sue, Denise, Ron R, Erin, Kim, Dee, Christine, Dawn, Krista, Cheryl, David W, Rochelle, Sara, Jesse, Colleen, CJ, Bill, Mark. Guests: Mark Cohen and Ben Ring from APG Media and Greg Rose from American Eagle Mortgage.

Treasurer's Report: \$9083.79

Referrals Given: 14

Talked to someone as a result of a referral: 5

Discussed PRGL with someone outside the group: 15

New Business:

Ron R. requested that we purchase more padfolios for members and guest speakers.
Sara motioned to approve the purchase. Kent seconded the motion. All approved

New member application received from Richard Hawkins with Hall's Culligan Water.
Brenda motioned to approve his membership; Sara seconded. All approved. Welcome to PRGL Richard.

Old Business:

No old business

Acknowledgements:

Mark thanked everyone for attending the PRGL after Hours last Thursday.
Mark thanked Kim, Dawn, Colleen and Christine for being co-sponsors at last week's event.
Denise thanked those who donated back to schools' items for their give away
CJ thanked Dave Y.
Erin thanked David W.
Dawn thanked Kim and David W.

Announcements:

- New PRGL member applications are available from Colleen, Cheryl, or David W.
- If you are scheduled to speak, please contact David W. for the bio form
- Country Lane Gardens Ice Cream Social is August 20th.
- Ron Ruff needs business cards from EVERY member to put in the padfolios for members and guest speakers

Speaker: Mark Cohen- Regional President of APG Media Ohio-Michigan

Mark oversees the Adams Publishing Group (APG) newspapers in Ohio and Michigan, which include Logan Daily and the Perry County Tribune as well as others in Ohio and Michigan.

Although newspapers have had challenges, they have adapted well and have included digital marketing to help clients reach their target audience.

Since news is now available via multiple outlets: print, digital, social media, they focus on giving you local news as well as national news, so they take care of their reader audience.

They are not in the "newspaper business" they are in the "audience delivery business"

Respectfully submitted by Cheryl Barber, Secretary of PRGL