

**Progressive Referral Group
Thursday, August 26, 2021
Deb's Corner Café**

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

PLEASE NOTE: PRGL WILL BE MEETING AT THE LANCASTER CAMPGROUND CAFÉ NEXT THURSDAY, SEPTEMBER 2, 2022.
Lancaster Campground is our speaker on Thursday, so we are moving the meeting to their facilities.

Members Present: Greg R, Kent, Scott, Ron R, Justin, Kim, Molly, Christine, Richard, Paul, Dawn, Krista, Cheryl, Dave Y, Jeff, David W, Rochelle, Teresa, Colleen, CJ, Mark

Treasurer's Report: \$8388.79

Referrals Given: 12

Talked to someone as a result of a referral: 3

Discussed PRGL with someone outside the group: 11

New Business:

Lancaster Campground would like to host the meeting next week, as they are the speaker.
No one at the meeting objected to the change for one week. Meeting will be held in the Café.

Old Business:

No old business

Acknowledgements:

Colleen thanked Christine

Cheryl thanked Dave Y & David W.

Kim thanked Cheryl

David W. thanked Denise

Announcements:

- The Ridge is holding an Open House on Wednesday, September 1 from 3-6 p.m. with a chamber ribbon cutting at 4:00 p.m.
- 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

Speaker: Dave Young with Minuteman Press

Dave discussed the wide array of products they can print including custom printing, business cards, Christmas cards, business cards, note pads, flyers, promotional items, banners, yard/golf signs and much more. Contact Dave for all your printing needs both professional and personal.

Dave discussed some of the most effective ways for success with your marketing including:

Know your audience, Value of the offer, Compelling headline, Call to Action, Measuring Success, Creating a sense of urgency, Eye-popping Graphics, be Impressive and Repeat your Message.

Respectfully submitted by Cheryl Barber, Secretary of PRGL