



# CCINW Newsletter

Carpet Cleaners  
Institute of the  
Northwest

August 2010

Dear Dana,

I hope you are enjoying the summer! Business doesn't allow for much relaxation as I'm sure you would agree. However, be deliberate and plan some fun activities for yourself and your family. It will make a huge difference in your attitude at work.

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## Calendar

- **July 28**  
**RESTORx DKI Grand Opening BBQ & Recycling Party**  
[> Click for details \[pdf\]](#)
- **August 10**  
**Western Washington Member Meeting at Interlink Supply in Tukwila**  
[> Click for details](#)
- **August 11**  
**Oregon Member Meeting at JonDon in Portland**  
[> Click for details](#)
- **August 10-11**  
**NIRC Rug Repair Course**



## Our Sponsors

**JonDon**

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## Featured Member



Tom Slattery of Diamond T Enterprises, located at 32017 Mt. Tolmie in Victoria, BC V8P 5S2  
Ph: (250) 883-6526  
[> Find CCINW cleaners](#)

## CCINW Gallery

Relive fun CCINW events by visiting our [Photo Gallery](#)



[> Click for details](#)

- **September 14-15**  
**IICRC Color Repair Technician Class**  
[> Click for details](#)
  
- **September 29,30, October 1**  
**Connections Convention & Trade Show**  
[> Click for details](#)

[View our CCINW Website Calendar](#)

## Connections Convention 2010



even more this year.

CCINW will be in Las Vegas September 29-30, October 1 for the [Connections Convention](#) 2010! Will you be there? Key note speakers are Daniel "Rudy" Ruettiger, "The Hero of Notre Dame"; Greg Mooers, who spent 8 years as a monk and learned three skills that great men of history possessed; Aaron Huey will challenge you to make heroic decisions. The live demonstration seminars were the hit of last year's show, and there are

To find out about discounts, incentives and to use your scholarship to sign up, contact the CCINW office at 877 692-2469 or [info@ccinw.org](mailto:info@ccinw.org)

## Social Networking? Social Media Marketing!

Social Media expert Miles Austin gave a presentation to our Washington June Membership Meeting [[meeting flyer](#)] about how to use Facebook for marketing purposes. He showed that firms appear to be most successful during the down economy when they have grasped this social networking concept. We were very fortunate that Miles' specialty is actually all "web tools" and he knows what to use and where to get many for free!



The Yellow Pages is dead, and online directories are a poor use of your marketing budget. The very best yellow pages for the 21st century is the use of social media marketing: [LinkedIn.com](#), Google applications, [Twitter](#), [Facebook](#). Austin taught how you can easily make them all work together to raise your companies profile with your referral sources. Since CCINW members are people that already know how to provide a quality service, we are the ones that can best use these tools to distance ourselves from our competition.

For those who missed the Seattle meeting, Miles Austin will present again at the Oregon Member Meeting at JonDon in Portland August 11 [[meeting flyer](#)]. Attendees of the Seattle meeting said this was fantastic information, so you will want to put this on your calendar and get together with friends to travel to this one!



[> View Gallery: "Oregon Chapter Cleans Ronald McDonald House in Portland in April"](#)

## Technical Questions

Got a technical question? That's what association membership is all about! Get on the phone and [call another member](#); we're all committed to helping each other!

Sincerely,  
Jane O'Haleck  
CCINW



## CCINW on Facebook!



Tap in to the Facebook networking revolution. [Join CCINW on Facebook](#) to see updates, photos and discussions.



## Advocates Program



The CCINW has always appreciated the suppliers and instructors that support the CCINW. We've started [The CCINW Advocate Program](#) to give our corporate and professional friends a way to demonstrate their support without becoming full members of the CCINW. This no-cost/reduced-cost program is open to manufacturers, distributors, retailers, instructors and other professionals offering goods and services to our membership.

[The CCINW Support Logo](#) identifies participants and can be attached to websites or used on printed materials, and can be used as a link back to the [ccinw.org website](#). Adhesive labels are also available for those that have a place to display them.



The Advocate Program consists of Professional and Supporting levels.

[> Become an Advocate](#)

[> See Examples of Professional and Supporting Advocates](#) [pdf]

## Cool Web Sites



Do you miss the good ol' days of 16-color graphics and 8-bit sound? Thanks to the Internet, you can still play the games of yesteryear. Here are some of my favorites.

[PacMan](#)

[Space Invaders](#)

[Frogger](#)

[Asteroids](#)

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