

Independent Grape Growers Paso Robles Area

Volume 12, Issue 3 President-Ken Bray Editor-Sharen Rund Bloechl

Lowell's Corner

May 2014

This is going to be an interesting season. Bud break was as early as I have ever seen it, up to 3 weeks ahead of normal. Will this lead to an early harvest? It is too soon to say, but I expect that it will.

One thing for sure is that it has led to an early bloom with many blocks of chardonnay and pinot already blooming. Remember that bloom is the optimum time to take petiole samples and for many growers petiole samples should be taken in the next couple of weeks.

It is important to make sure that you don't take the samples just after or just before an irrigation. If you irrigate once a week 3 to 4 days following the irrigation would be optimum.

I have also noticed a slowing of growth in a few blocks already. Keep in mind to mature a cluster requires about 8 to 9 leaves and thus to mature or typical two clusters per shoot we would need 15 to 20 full size leaves per shoot. If we don't develop that number of leaves maturity will be delayed and yields can be reduced. Additionally, carbohydrate reserves for the following year's crop are also reduced. Water and nitrogen fertilization are the two primary inputs that control shoot growth and growers need to monitor the vineyards carefully and apply additional water or fertilizer if they notice a slowing of growth before they get to 15 to 16 leaves per shoot.

I recently had experience with burning of the leaf margins following a powdery mildew application and will have to continue to be on the watch for more examples

Dr. Lowell Zelinski
Precision Ag Consulting
IGGPR Newsletter



This is a grape leaf petiole at bloom time.

Note: Petioles (stem portion of the leaf, see Fig. 1) are the tissue recommended for determining the nutritional status of grapevines. In most other fruit crops, the entire leaf is used, but research has shown that petiole tissue is best for grapes. When used properly, petiole analysis provides the most reliable method to determine fertilizer needs for established vineyards. Soil tests should be used prior to planting to determine organic matter and pH levels, lime requirements, as well as phosphorus, potassium, magnesium and micronutrient needs. In established vineyards, however, soil tests are primarily used as a supplement to tissue analysis information. Watch for an upcoming seminar on this.

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WINE ENTHUSIAST 2013 WINE STAR AWARD WINNER

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Web Master – AR & Co. PR & Marketing
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President Emeritus – Richard Sauret
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2014 IGGPRA CALENDAR

All dates/seminars are subject to change.
Contact ANY board member to offer your sug-
gestions for upcoming
seminars!

Jun 14	Social	Rio Seco
	6-9pm	
Aug	TBD	
Oct 18	Social	Rolling Hills
	2-6pm	
Dec 13	Social	San Miguel
	6-9pm	Parish Hall

Planned Seminars for 2014:

Seminars will be held every other
month except for October and December.

Here is a listing of the proposed semi-
nar topics and months for 2014. Once the loca-
tions and dates are confirmed we will let you
know.

- > July- Rootstocks and Clones
- > September- Industry Forecast and Marketing
- > Oct- No seminar
- > November- putting the vineyard to sleep/ hir-
ing vineyard management/financing options
- > January 2015- crop insurance



American Vineyard
Grape Expo
Nov 14

Wine & Dine

Summertime begins with BBQs—here's some
to get you started

Carne Asada

Ingredients

10 lb Meat (use cheap cuts of meat (beef/pork
or chicken)

1 c. Lemon juice

1 c. Vinegar

1 c. Oil

2 Tbsp. Chile powder

1 Tbsp. Oregano

2 Tbsp. Minced garlic

Directions

The longer you leave the meat in the mari-
nade the more tender the meat will be - this is
great with cheaper/tougher cuts of meat - this
can be done several days before cooking

I prefer to slice the meat (put in freezer
until solid sufficient to cut) then slice thin
slices and put in marinade, mixing thoroughly
and chill - turning occasionally to keep the
marinade well mixed in

Grill over BBQ - this goes quickly, so you'll
be putting meat on & taking some off - put
cooked meat in covered roaster to keep hot -
serve w/flour tortillas and all the fixings
(guacamole, shredded cheese, lettuce, salsa,
peppers, tomatoes, onions, refried beans,
black beans, etc.) - enjoy

note: if you prefer to keep the meat whole &
slice later, you can marinade it a lot longer to
make sure its all absorbed throughout the
meat - baste w/the marinade as it cooks

Grilled Tri-Tip

Ingredients:

2 to 2 1/2 lb beef tri-tip roast

1 TBs fresh ground black pepper

1 Tbs garlic

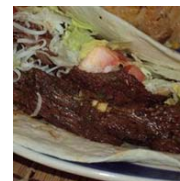
1/3 cup red wine vinegar

1/3 cup vegetable oil

Directions:

Combine the ingredients in a plastic bag or
covered bowl. Rub on to
all surfaces of the tri-tip.
Cover and refrigerate for
3 hours. Remove and let
sit out for 30 minutes at
room temperature.

Add the Dijon, vinegar,



vegetable oil, and crushed garlic to a jar with a
lid and shake vigorously until emulsified.

Prepare your charcoal or gas barbecue grill.
Place the tri-tip on the grill and brush with the
oil and vinegar mixture. Turn every 3-4
minutes, basting generously each time. Grill
for 25-30 minutes for medium-rare (internal
temp of 135 degrees F.).

Remove the tri-tip from the grill to a large
platter. Let rest for 15 minutes before slicing
in 1/4" thick pieces across the grain. Serve as
you would any barbecued beef, but in Califor-
nia this is often served with tortillas, salsa.,
salad and pinto beans

Santa Maria Style Beans

Ingredients:

1 pound dry pinto beans, pink beans, or
pinto beans

2 strips bacon, diced

1/2 cup smoked cooked ham, diced

2 clove garlic, minced

1 (14.5-oz) can diced tomatoes

1/4 cup ketchup

1 tsp dry mustard

1 tsp paprika

1 tsp chili powder

1/2 tsp chipotle pepper,

optional

1 TBs sugar

1/2 cup water

Preparation:

Check through beans for
small stones. Place in a pot
and cover with cold water; soak overnight.
Drain beans and return to the pot. Cover by 3
-inches with fresh cold water, and simmer for
1 hour, 45 minutes, or until tender.

While the beans are cooking, sauté bacon in
a saucpan over medium heat until lightly
browned. Add the ham and garlic; sauté 2
minutes longer. Add the tomato, ketchup,
mustard, paprika, chili powder, chipotle, sugar,
salt, and water. Bring to a simmer, reduce
heat to low and cook for 30 minutes. Reserve.

When beans are ready; drain, but reserve
one cup of the cooking liquid. Return beans
and cup of liquid to the pot and stir in the
sauce. Simmer on low for 30 minutes.

Enjoy!



IGGPRA Mission Statement:

1. Grower education and marketing strategy.
2. The sustainable growth, harvest and profitable sale of high quality wine grapes.
3. Enhancing the economic health of our growers by differentiating the premium quality of our grapes from other grape growing regions.
4. Continuing to provide agriculture that is sustainable environmentally, economically and socially and to advocate at all levels of government where involvement is essential to our growers.

NEWSLETTER NOTE:

- In regards to your Newsletter being emailed to you in pdf format, please note that if you do not have an email address, you will continue to receive you newsletter in this format.
- Article, insert, etc. submission deadlines/cutoff: 1 week after each Social.

CAVEAT: Articles presented in this newsletter should not be construed as a recommendation by the author, IGGPRA Editor, or IGGPRA; but rather as a source of information!

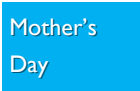

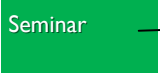
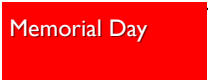
Hi IGGPRA Members!!
We are pleased to report that PayPal is available on the IGGPRA website.

Check it out at our [website's homepage](#)






May 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

 Mother's Day
 32ND ANNUAL WINE FESTIVAL - MAY 15-18, 2014
 Seminar
 Memorial Day

June 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

 June Social @ Rio Seco
 Father's Day
 Atascadero Lakeside Wine Festival

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President's Message



Hello IGGPRA Friends

Many of us wondered when the first signs of summer would appear. Well, it looks like the heat is on and many of us that were hoping for an increase in "growing degree days" to put 2014 in the same league as 2013, may just get our wishes realized. I have noticed, with some concern, the variability in growth from block to block and occasionally from plant to plant and hope that the underdeveloped shoots will welcome the warm weather. If you are seeing the same phenomenon, let us know and we will try to provide answers.

Speaking of answers those of you that attended the last Social should have no doubt as to the competency of our new Social Chair, Linda Galano. According to many of those in attendance (one of the largest turnouts in recent memory) the event was a memorable experience. Our hope is that this was just a first in a series of impeccably managed socials. Accolades notwithstanding we (and Linda) would like to know how you felt about the Social and what might be improved and/or built upon. We are indeed fortunate that Linda decided to volunteer her time and energies to support one of the key activities of IGGPRA. Let's hear from you. We value your opinion.

Soliciting and valuing your opinion is really what the IGGPRA Board of Directors is charged with. Accordingly, earlier this year the Board, in response to several members, decided to create two new standing committees that address the changing nature of our membership as well as the demands of marketing IGGPRA to a broader public base. First, in recognition of the fact that over 20% of our membership is comprised of growers that make and sell wine, the Board instituted a new Winery Outreach Committee. The objective of this committee is to seek ways to highlight these grower members, encourage other members and the general public to patronize these members and by so doing strengthen and grow IGGPRA's membership base. Glen Bills and Steve Felten have agreed to co-Chair this committee and will certainly accept input from the membership as the program unfolds.

Secondly, it has been brought to the Board's attention that there are many low cost avenues to building awareness of and respect for IGGPRA amongst several key audiences of businesses, wine grape buyers, influential politicians, wine drinkers and the general public. The IGGPRA website and public relations programs managed by A.R. & Co. our Seminar program and Newsletter have helped in the endeavor and our attendance at various trade shows have shown that a more active approach to IGGPRA brand building could yield additional benefits. As a result the Board approved the creation of a Special Events Committee to investigate, plan and manage an active participatory program in area events that would improve the IGGPRA brand. We are delighted that Michelle Hido has volunteered to Chair this committee. We trust that you will not fail in providing her with ideas and support.

Finally, I wish you all a successful beginning to a fabulous growing season and look forward to seeing you at our next event.

Warm regards

Ken Bray, IGGPRA President



The Winery Outreach Committee

IGGPRA board members Glen Bills, Maria Goldman and Steve Felten are developing a program to help Member Wineries gain access and exposure to the marketplace. Our strategies will include an interactive webpage on the IGG site, outreach to wine writers, radio stations, brokers and small distributors, and cooperative efforts such as IGGPRA tables at winetastings and group presentations to buyers. We will be contacting members with tasting rooms and/or brands to get your input, and we encourage interested members to join our committee, especially those with marketing and social media skills.



Stephen C Hovey, Accountancy

30 year resident of Paso Robles. Married, 3 children, 7 grandchildren. graduated from university of Southern California. Practicing as a CPA in California since 1974. My office is at 246 12th St in Paso Robles with a staff of four. We provide tax, accounting, and business advising and consulting services. I currently service a number of clients in the vineyard and winery business and welcome new business. I assisted in IGGPRA gaining non profit status with the IRS and provide tax services for IGGPRA without charge.
Stephen C. Hovey, CPA
805-239-3005

A note from your new Newsletter Editor:

- Please let me know when your ad sells so I can remove it in a timely manner.
- All submissions are due by the end of week following a social.
- For submission of articles, flyer inserts, etc., you can reach me at: 805-462-3489 or fax: 805-466-5466
PO Box 2288, Atascadero, CA 93423
Email: usaindustries@pacbell.net



Sharen Rund Bloechl

- If you'd like your vineyard highlighted in the newsletter, please send me your story and pictures

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IGGPRA SEMINARS

Update on the Paso Robles Groundwater Basin

Open to IGGPRA members and invited guests only, the goal of this meeting is
to give an unbiased update on recent developments in the Paso Robles Ground-
water Basin regarding water supply issues.

May 20, 2014 6 – 8 PM
Vina Robles Event Center

Topics & Speakers:

**Moderator – Dr. Lowell Zelinski, IGGPRA Board Member
and Seminar Chair**

- **Aaron Johnson, Esq. – Partner, Johnson, Moncrief & Hart PC**
A primer on California groundwater rights and forming of water districts
- **Frank Mecham – District 1, Debbie Arnold— District 5 Supervi-
sors**
*The role of the county in the water supply issues in the Paso Robles Groundwater
Basin*
- **Jerry Reaugh – President, Paso Robles Agriculture Alliance for
Groundwater Solutions (PRAAGS)**
- **Sue Luft – President, PRO-Water Equity**
The role of a water district in water supply issues
- **Cindy Steinbeck – Founding Member, Protect Our Water Rights
(POWR) and Paso Robles – Water Integrity Network (PR-WIN)**
Alternatives solutions for the water supply issues

Space is limited. Call 805-239-4443 to RSVP or email pr@arandcompany.com

Note: This is our attempt to give our members an unbiased view of the current
status of water supply issues in the Paso Robles Groundwater Basin.

Aaron Johnson, Esq., is a practicing water law attorney with Johnson, Moncrief
and Hart, PC, and will present first, explaining California groundwater rights and
the forming of water districts. He will be followed by Franch Mecham, County
Supervisor District #1 who will discuss the role of the county in the decisions
affecting the Paso Robles Groundwater Basin. Mecham will be followed by
presentations from the three key organizations weighing in on the issue.

Following the speakers our members can submit written questions to the Mod-
erator, who will ask them of the panel.

This should be a very interesting and insightful seminar for IGGPRA members.

Our Social Chair- - Linda Galano

It was a perfect night for our April social. We had one of the biggest attendances—over 100—enjoying the fun evening. See you all June 14th at Rio Seco for the first of our outdoor barbeques. Thanks again!



Shots from around the April Social



What's Happening in the 5th District

With the rain season coming to an end, it looks like we are in store for another summer with drought conditions. Although many sources are predicting a rainy fall, we're still a few months away from drought relief. It is important that we continue to concentrate on conserving our water resources and to address the problem areas in the county where water supplies remain a problem when we experience low rainfall years. The county, in collaboration with the cities of Paso Robles, Templeton, Atascadero, and San Luis Obispo, successfully completed the Nacimiento Pipeline (\$176 million project) which will soon be able to provide a supplemental water supply to the City of Paso Robles, relieving some of their dependence on groundwater. The City of Paso Robles is also in the process of developing a waste water treatment plant which will also provide a new source of water that will be used for basin recharge and as an agricultural water source. This important infrastructure in the North County will go a long way to address supply needs in the Paso Robles Groundwater Basin (PRGWB).

The current water district, the County Flood Control and Water Conservation District, and the Integrated Regional Water Management (<http://www.slocountywater.org>) have the ability to address our water supply needs not only in the PRGWB, but Countywide.

It should be noted that the most current study in progress by Todd Engineering Report (2013) stated: "Noticeable declines occur in the confined portion of the aquifer but do not reflect a large volume of change in storage". It is my intent to base my decisions for what I believe is best for the PRGWB and for all the residents that live within the basin.

All too often we're frustrated with the inefficiency of our government and seldom have opportunity to hear of the positive outcomes of the work of our elected officials. I'd like to take a moment to highlight one of those situations. It looks like we're moving forward with an extraordinary collaboration of two agencies to meet some important needs for our county.

The two agencies are the Regional Transit Authority (RTA), which provides public transit countywide, and Community Action Partnership of San Luis Obispo (CAPSLO), which amongst many services, provides homeless services countywide. They have teamed up to purchase 9+ acres of property within the City of San Luis Obispo. The proposed project site will be used for a much needed new RTA Maintenance Facility Headquarters as well as a new Homeless Services Center (combining the functions of the Prado Day Care Center and Maxine Lewis Shelter). Individually, neither agency would have been able to purchase the property located at 40 Prado Road, but through the unique partnership with the County and City of San Luis Obispo as well as various community leaders, RTA and CAPSLO have placed an offer on the property for a very reasonable price. Both agencies will be able to develop their piece of the property to serve their individual needs. This win-win situation is an exciting joint effort that demonstrates efficiency and will serve the public well. I'm really looking forward to seeing this project come together.

It's an honor to serve the 5th District.

Debbie Arnold

San Luis Obispo County Supervisors

- District 1 Frank Mecham fmecham@co.slo.ca.us



805-781-5450
F: 805-781-1350

- District 2 Bruce Gibson bgibson@co.slo.ca.us



805-781-5450
F: 805-781-1350

(Acting Chair)

- District 3 Adam Hill ahill@co.slo.ca.us



805-791-5450
F: 805-781-1350

- District 4 Caren Ray cray@co.slo.ca.us



805-781-5450
F: 805-781-1350

- District 5 Debbie Arnold darnold@co.slo.ca.us



805-781-5450
F: 805-781-1350

The Worst Alcohol-Related Ad in the History of the World

Posted by Tom Wark on May 5, 2014

Recently the United States Supreme Court announced it would hear a case that challenges laws prohibiting lying in political advertisements. The word is that the Court is just dying to overturn such laws on first amendment grounds. If the Court does overturn these anti-lying laws, the good union folks at Pennsylvania's United Food and Commercial Workers Local 1776 will breathe a sigh of relief.

The United Food and Commercial Workers Local 1776 represent the state alcohol store workers in Pennsylvania who recently put this commercial on the air in that state in a bid to stop any change in the law that would privatization of wine sales:

The message that privatizing Pennsylvania's wine sales and allowing wine sales in grocery stores will kill children is a pretty cynical lie. Lying by its very nature is cynical. But this kind of thing...well....you've got to give credit to the folks at the United Food and Commercial Workers Union for reaching for the stars where cynicism is concerned.

I wanted to write something pithy and sarcastic and brilliant about the bevy of lies and cynicism that are exhibited in this advertisement, but honestly I can't do any better than simply placing this ad here for you all to see.

I've witnessed a lot of cynicism in the course of observing how alcohol politics are played across the country. But this takes the cake.

June Social All American Barbeque June Social

Date : Saturday, June 14, 2014

Time: 6 to 9 pm

Place: Rio Seco Winery

IGGPRA provides Ribs & Chicken

Members bring by last name:

A - D : Side Dish

E - L : Dessert

M - R: Appetizer

S - Z: Salad

Bring table set-ups, chairs, wine glasses and wine to share. Members and one guest free, additional guests \$5 each. Members of the public \$10 each. RSVP through the web page, or call 805-239-4443

Our 2014 scholarship winners will be announced and introduced at this time.



Hello Everyone Associate Members Update

Joe Irick

Hello everyone

We continue to add more new Merchant Associate Members to IGGPRA and now have over 50 in the organization. They all bring excellent goods and services to our Membership and we try to give them visibility through our website, newsletter eblasts and advertising in our new Directory. Many are providing special discounts to IGGPRA members, so please take a look and see what they have to offer.

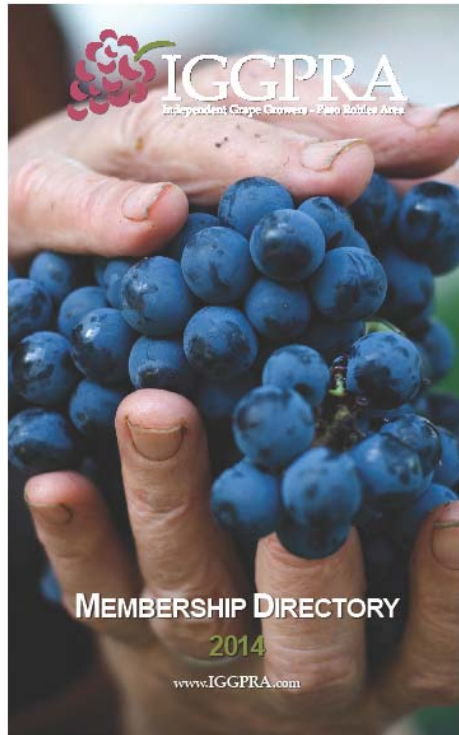


2014 Membership Directory -- Once again, we have opened up the opportunity for our Merchant Associate Members to advertise in the new 2014 Directory (coming out soon). This year, you will see a wide variety of new and renewing Ads that should peak your interest in the products these Associate Members have to sell. Your Membership Directory can also be used not only as a source of contact information with other members, but include a virtual "Yellow Pages" reference for things you need.

Merchant Associate Members are an Integral part of IGGPRA and we thank them for providing top notch products for our Grower, Wineries and Friends. Let's all make sure we check them first when we are in the market for something.

Best Regards

Joe



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Serving the Wine, Table Grape and Raisin Industries

In Loving Memory... Fling Traylor

It's not quite as bright at San Marcos Creekside Vineyards and Winery since Fling Traylor passed – he will be missed. High school sweethearts since 1949 Fling and Annette married in 1953 and spent a very interesting life together raising 3 children. Over the years Fling served two years in the Coast Guard. He always believed that “a solid work ethic and sweat equity can make a great deal of luck and magic happen.” As part of this ethic, Fling invented and patented the procedure to take the ‘cloth’ out of old tires and make it into industrial tiles. In addition to the tiles, Fling made other industrial rubber products such as hoses and gaskets. In LA area he was called the ‘Hose King’. During this time he also owned several race cars, a top fuel dragster, and an AA top fueler U.S. Turbine One. – it was a great way to advertise his business. Around 1993 he sold his business and patent to an Australian company and “retired” to the scenic Central Coast looking for something ‘not a lazy retirement but something that would get them involved with the community and provide some fun and excitement. In 1993 he planted to get involved



In the early 1990s, the Traylor's began looking for a way to retire to the scenic Central Coast, not a lazy retirement, but something that would get them involved with the community and provide some fun and excitement. They decided to take advantage of the area's increasing, but still fledgling, reputation for quality wine grapes, and planted 40 acres on their sheep ranch just a bit north of town property they had purchased just north of Paso Robles.

San Marcos Creek Vineyard was established in 1992, and successfully developed contracts with several local premium wineries such as Peachy Canyon Winery, Meridian Vineyards, and Castoro Cellars. However, as the Traylor's became more involved with the Paso Robles wine industry, their plan for a quiet retirement of growing wine grapes gradually evolved into plans for a winery, a tasting room, and a bed and breakfast!



Once the winery was moving along and, not one to rest on his laurels, he started looking around for something more and started local channel KCCE-50 and became involved in Digital Putty. When it came to relaxing, he liked to watch the red-tailed hawks catching the wind drafts or play with their animals. Fling always believed in his theory “to do it right everything takes time” which is a lot better than having to do it over again.



VINEYARD TEAM

Funding Sustainable Winegrowing

Effective Vineyard Spraying & Drift Management Workshop - Paso Robles

Location:

Niner Wine Estates
2400 California 46
Paso Robles, CA 93446

Contact:

Vineyard Team
Phone: 805-466-2288

[RSVP Here!](#)

San Luis Obispo County

Monday, June 16th, 2014 - Niner Wine Estates - Paso Robles

Registration 8:00 to 8:30 a.m.

Workshop 8:30 a.m. to 3:30 p.m.

\$40 includes lunch and the book Effective Vineyard Spraying

The Vineyard Team is collaborating with Dr. Andrew Landers of Cornell University, author of the book Effective Vineyard Spraying for a series of one day in-depth training courses on better spray application techniques. This workshop will be split between the field and classroom to best demonstrate spraying techniques and technologies that will improve spray deposition, reduce off-target drift, help reduce pesticide use, and show you how to modernize your existing sprayer.

The objectives of this workshop are to:

- Improve your knowledge of spraying techniques leading to better deposition and less drift
- Improve your timeliness of application resulting in better disease and insect control
- Reduce off-target drift keeping you within the law
- Show you how to modernize your existing sprayer
- Inform you of new developments in sprayer design keeping you up-to-date

Help you potentially reduce pesticide use by 30% - 40%, improving your profitability
This innovative course is unique, providing an intensive, one day applied course in the summer including a hands-on demonstration in the field.

This workshop is supported by funding from the United States Department of Agriculture and National Institute of Food and Agriculture through the Western Integrated Pest Management Center.

Workshop attendance is limited - register now to ensure a spot!

A total of 6 DPR CE hours have been applied for (other category)

WELCOME
NEW MEMBERS

GROWERS

Tucker Family Farms
Andrew, Frank and Shannon Tucker
2620 California Poppy Lane
San Miguel, CA 93446
H: 714-264-1340, W: 714-394-5008
terracehilloliveoil@gmail.com
terracehill-oliveoilcompany.com

ASSOCIATES

Gold

Silver

Bryan Bins, Inc.
Nancy Sweet
P.O. Box 775
Gonzales, CA 93926
H: 831-455-9155
W: 831-905-5155
C: 831-905-5155
bryanbins@me.com

Pacifica Commercial Realty - Wine Division

Newlin Hastings, Steve Meixner
504 First Street, Ste. A
Paso Robles, CA 93446
805-237-4040
nhastings@pacificarealestate.com
www.pasowinerealestate.com

PYGAR USA, Inc.

Ryan Amberg
P.O. Box 3147
Kirkland, WA 98083
425-488-3263
ramberg@felco.com
felco.com

Bronze

FRIENDS

AA Message from IGGPRA Membership Chair

Membership Needs Your Help

Let's face it - attracting members to join our organization is not an easy task. In fact, oftentimes, we see that even though the majority of local people and suppliers are aware of IGGPRA, only a few know what IGGPRA actually does. The prospective members that we try and recruit are often our friends or family members. These are people that are easy to recruit because we share a personal relationship with them and can easily explain the work of IGGPRA to them.

The question then arises, how do we attract those outside of our personal radar to IGGPRA? How do we attract the younger generation to become IGGPRA members? Essentially, it is about publicity. We as members can take advantage of our social media channels (i.e.: Facebook, Twitter, etc.) where we can promote IGGPRA socials and seminars. Let those who follow you know what IGGPRA is about.

Next we can invite our neighbors and work colleagues to our next seminar or social. While they are enjoying the event we can provide them with some marketing collaterals. This way, prospective members will have something conclusive to take away and read and those who are really interested can join.

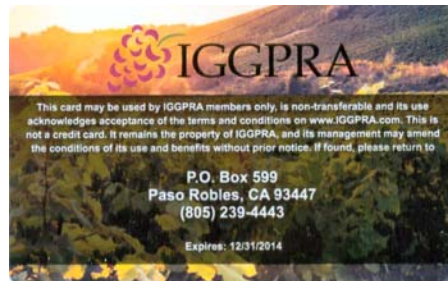
Think of IGGPRA as a brand. When businesses want to reach a wider audience, they often form partnerships with other companies. So reach out to those business that you do business with let them know about IGGPRA and ask them to join you at the next social or seminar.

There are many ways we can attract new members or at least generate interest about IGGPRA. To generate interest, we have to spread awareness amongst our audience by utilizing the channels they use. Essentially, we always want to be where our audience is. By targeting people who are in our personal radar, we have the opportunity to reach a wider audience, which if done effectively, can help IGGPRA reach our membership goals sooner.



Thanks for your support

Glen



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2014 Member Card Backside