

Note from the President:

This is a perfect time to stop and think of all we have to be thankful for. We have our health, our family and friends, laughter and love. Many of us also have the good fortune to be in a position to help others. We are reminded daily of the horrors caused by the California wildfires -- people losing everything. Their homes, their loved ones, everything they had.

At this special time of year, please open your hearts to the American Red Cross to help them help others who are not as fortunate as we are. Your donation means everything to those with nothing. We are thankful for your kindness and generosity.



On October 23, 2018, Sandie's dad, Carl Whitman, passed away. He celebrated his 93rd birthday the day before and passed away during the night. He spent what was to be his last day with his wife of 67 years, Joan, and spoke with or was visited by his 3 daughters, his 3 sons-in-law, and his 4 granddaughters and 2 grandsons.

Carl lived life to the fullest and always made everyone around him feel valued and loved. We have countless memories and photographs that all make us smile. We'll miss him deeply but feel so blessed to have had him as a dad and as a friend. Here he is with his 3 daughters and 4 granddaughters celebrating his 90th birthday. We miss you, Dad.



Check out our latest video!
If you like it, please share it!



Our Top Do's and Don'ts of Email Marketing



It's a competitive world out there, and a comprehensive mix of digital marketing techniques is a requirement to stay ahead. One of the most effective tools for growing your business is email marketing.

But email marketing has to be smart to be successful. Stuffing inboxes with spam emails or using cookie-cutter language is not going to entice potential customers to give you a call.

[Click here to read more...](#)

List Posts: 3 Advantages Formatting Blogs as Lists



You see them every day. List posts grab our attention in a way that other types of blogs just can't.

What Is a List Post?

A list post is an eye-catching format for a blog, social media posting or e-newsletter article. The information is presented as a list and usually bulleted or numbered.

[Click here to read more...](#)

Wishing you a warm and wonderful
thanksgiving and a joyous holiday season



Your Blue Orchid Marketing Team



L-R: Heidi, Kristen, Katherine, David, Steven, Sandie, Marisa,
Anil, Angie, Rob, Deepti, Beth, Tracy, Mindy, Lori, Kathi
Missing: Tessa

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