

The SCAOR eScoop

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Limited Seating at Monday's Summit II!

Find out what's happening in your state and local neighborhood, have lunch and possibly win \$100 at Summit II! This event will feature California Department of Real Estate Commissioner, Jeff Davi, Susan Mauriello, Santa Cruz County Administrative Officer and Sheriff Phil Wowak, Santa Cruz County.



This is one of the last chances to hear commissioner Davi speak as a new Commissioner will be appointed at the November elections. Join us in giving Commissioner Davi a collective and heartfelt "thank you"!

Summit II will be packed full of updates on the challenges and changes happening locally and statewide. Join us on August 23rd at the Scotts Valley Hilton from 11:30 am - 2:00 pm. [Sign up today!](#)

Looking For 'A Few Good' Restaurants

Do you have a favorite local restaurant? Want to help them get some added exposure to their community and have fun at the same time? A Taste of Santa Cruz is looking for 'a few good' restaurants to participate in this year's exciting event. Local food, wine, artisans and an economical ticket price draws a huge crowd (800+) to 'A Taste of Santa Cruz' every year. Six years running, ATOSC has become a well known popular public event.



If you have a restaurant in mind, please let us know and we will take it from there! Contact [Loree Doan](#) or [Andrea Harbert](#)

9/15

[Matrix Essentials](#)

For a complete list of classes [click here.](#)

Upcoming Events

8/23

[Summit II](#)

8/26

[Tour & Marketing Meeting](#)

8/27

[Health Screenings](#)

Office Hours:
8 AM - 5 PM
Mon. - Fri.

Flags - Assorted colors w/white

\$8.00 Members

*Flag poles sold separately.

Harness the Power of Online Business Development!

Strategic Social Marketing for Realtors Series- Facebook for Real Estate Professionals



August 25th 10:00am-12:00pm
Instructor(s): Social Marketing Guru
Hilda Ramirez, Founder of Got 2B Social

The Strategic Social Marketing for REALTORS® series is designed to help real estate professionals gain the knowledge they need to remain competitive in the market using new media technologies and online marketing tools. In Facebook for Real Estate Professionals, the 2nd workshop in this series, you will learn how to set up your personal profile so it can function for personal or business; use Review of popular security settings and applications; Discussion on best practices and how to promote engagement; Promoting your listings through the News Feed; Establishing a professional image. For the complete of classes in this series [click here.](#)

Cost: \$20 SCAOR Members (\$30 at the door) \$40 Non Member (\$50 at the door)

Early Detection = Longer Life

Don't take a chance on having a stroke or heart attack. If you have a family history of stroke, cancer, or heart attack, Precision Ultrasound could save your life. Preventive health screenings have normally been ordered by physicians when he/she suspects an abnormality is present. But now, you can choose from a number of health screenings and take advantage of the most effective diagnostic screenings without a doctor's order.



[Health screenings](#) will take place at SCAOR on August 27, 2010 with appointments beginning at 9 AM. For questions or appointments call 877-487-7324.

Social Media Tip: Integrate

Don't treat your social media activity as something separate from your other marketing initiatives. Feature links to



your social media profiles in your email signature, on your business cards, in your ads, and as a standard block of copy in your weekly HTML email newsletter. Make your social media profiles a part of your address copy block and you will soon see adding them to all that you do as an automatic action.

Provided by John Jantschat, [Duct Tape Marketing](#)



If you are unable to open any of the links visit our website at www.scaor.org or call Andrea Harbert at 831-464-2000 or send an email to andrea@scaor.org
For a pdf version of this week's eScoop [click here](#) or go to <http://www.scaor.org/escoop.php>.

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