



Mid-Willamette Valley

Monthly Marketing Update- December 2022

The holiday season is officially upon us. These times can be joyful, or nostalgic, but also stressful, and sometimes sad. Recently I have tried to drink in as much joy as possible while also managing my feelings of “maybe this is the last...” In reality, we never know when the last is actually going to be the last. Kids go to college, families start new traditions, people move, and sometimes loved ones pass away. This season, treat every moment as if it may be the last- we won't ever regret squeezing that extra ounce of gratitude from the moment. For those already experiencing a tough holiday season, I hope that you are able to find a spark of joy and not become too overwhelmed, but if you do- please share your feelings and know you are not alone.

From a business perspective, I am beyond thankful for our continued growth in print and online. Every week a senior calls to share how the guide has helped their family, or a provider gives a testimonial on how the guide helped grow their business. I am grateful to work with a fantastic team that is passionate about being a resource to the community. I appreciate everyone who posts events online with us, shares the guide, sends someone to our website for help, networks with us each month, and especially for those that already reserved ad space for 2023.

The early bird discount to save 10% for 2023 just ended. Thank you to our sponsors who reserved their ad space early and make all of our work possible because of their advertising. Please return the favor and refer to our sponsors whenever possible. If you missed the discount opportunity, please call us or email right away to capture the discount.

(ad copy and payment are not needed until fall 2023)

Happy Holidays!

Network Meetings

Please visit our [networking page](#) for more details.

December 15, 11am

Yamhill County Network

December 15, 3:30pm

Better Together

December 21, 9am

Senior Service Network (SSN)-Mid-Willamette Valley

Marketing Update

Please visit our [event calendar](#) for details and more.

December 6, 11am

Transitions of Care

The goal of this meeting is to improve communication between case management and community providers. This ZOOM call provides thirty minutes of engagement with hospital case management staff, followed by 15 minutes of provider discussion if needed.

Join Zoom Meeting-

<https://us02web.zoom.us/j/82598888408>

One tap mobile: +16699006833,,82598888408# US

Or manual Dial in: +1 669 900 6833,

Meeting ID: 825 9888 8408

March 10

Memories in the Making Art Auction and Gala

MIMAA earlybird ticket price is \$195, limited to the first 25 and ends Dec 31st (regular ticket price will be \$325). [Visit Website](#) for more details.



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Do you know someone that has recently changed positions? [Send us an update](#) to share in the monthly newsletter, helping everyone stay connected and informed about community changes. We include your name, company, and photo so others in the industry can connect with you.



**Karlee Kent is now
Marketing Coordinator**
Retirement Connection &
[CareAvailability.com](#)

We are excited to announce that Karlee has joined our team full-time after being an intern with us since June.

Nugget Of Knowledge

"A mistake which makes you humble is much better than an achievement that makes you arrogant."

~Unknown



"A mistake which makes you humble is much better than an achievement that makes you arrogant." — Unknown

Success can be an excuse for continued bad behavior because we may not feel the immediate repercussions of our negative actions. We learn faster and grow more from our mistakes, as long as we are willing to pivot. Don't let a speed bump become a stop sign, keep driving forward!! Embrace your mistakes and fail forward.

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