

Portland/Vancouver

Monthly Marketing Update- July 2022

I just looked back to last year's newsletter and laughed when I read "*Hallelujah, It almost feels like we are returning to a bit of normal.*" Did you expect that it would take a full year longer before all networking meetings and events were in person again?

In the past few months we have distributed thousands of guides in the community and at events. We are back to pre-covid numbers and climbing. I am grateful for the recent feedback from our sponsors that are finding a return on their advertising dollars. Even more valuable are the [testimonials](#) from local non-profit organizations, hospitals, referral sources and DHS leadership that share the guide with their clients. Please take a moment to read their kind words.

The past 2 years have also allowed us to develop [CareAvailability.com](https://www.CareAvailability.com). We plan to grow this digital option across the country, and this month we have just added: Arizona, North Carolina, and Rhode Island. Unlike other sites, this online resource lists every provider for free, and each can update their current availability at no cost; this significantly increases Family and Patient Freedom of Choice like never before. The new site is also driving more web traffic to Retirement Connection and increasing the requests of print guides.

Network Meetings

July 7, 8am

Metropolitan Senior Network (MSN)

July 15, 9am

Senior Service Network (SSN-Clark)

July 25, 3pm

Senior Provider Information Network (SPIN)

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

We include a robust list of events and networking opportunities on RetirementConnection.com, including landing pages for recurring network meetings. To receive a complimentary page in the networking section, a meeting must represent the following:

- Be specific to the senior industry
- Be open to anyone from the senior industry to attend and not a close network



About Us

Sponsorship Opportunities

- Have a Regular attendance of 25+
- Typically held in person rather than on-line

We know there are many other valuable meetings to attend, and we encourage you to do so. We hold to these standards, in an effort to highlight larger networking opportunities, rather than just list every possible meeting in the community. If you are not seeing specific details for a meeting, it may be because the meeting does not currently meet these parameters, but may still be meeting. We will remain in contact with the organizers and hopefully list again in the future

[Events](#)[Job Postings](#)[Order Guides](#)[Testimonials](#)

Marketing Update

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

July 14, 6:30pm

MSN & SPIN Present: Music & Networking!

August 2, 11am

Transitions of Care



Hello Rhode Island!

We have just added new provider information for the state of Rhode Island to CareAvailability.com. This means an additional 230 providers are now listed in our database of resources. This includes more than: 90 assisted living communities, 70 skilled nursing facilities, and over 60 home care, home health, and hospice agencies.

[Update Availability](#)

On the Move

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.

Nugget Of Knowledge



"Just keep swimming, just keep swimming..." - Dory from Finding Nemo

I have done a few multi-day treks over the past few years. At times, I go too quickly, then I am forced to stop and take a break to catch my breath. Once I stop, it is harder to get moving again. Whether I am on a long hike, running a 5k, or just managing my busy life- it is better for me to pick a more manageable pace and just keep moving. When I am overwhelmed or tired, I just need to keep going- even if it is slower than I would prefer. Slow progress is still progress!

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