

The EAOC Weekly

February 14, 2024



WITH 12 REPORTING, EAOC MEMBERS HAD \$51,573,300 IN TOTAL SALES IN 2022.

The EAOC Weekly

JUB JUB INTERACTIVE: FUNNY NAME, SERIOUS WEBSITES

This week, our own resident web guru, Lydia Pooler of Jub Jub Interactive, delivered a complete breakdown of Jub Jub's online capabilities!

Most of us already knew that one of the most effective (and necessary) tools available for small AND large businesses today is a great website. BUT, not all of us realized that a website can do much more for a business than just tell us who they are. Jub Jub finds out what a company is trying to DO with its website, such as to increase conversion rates, then gears the site around these goals.



**TO SUCCEED IN
BUSINESS IT'S NOT
WHAT
YOU KNOW BUT
WHO
YOU KNOW THAT
COUNTS MOST!**

UPCOMING SPEAKER SCHEDULE

FEBRUARY 21ST, 2024

Gary Gregg with Creating With Glass

FEBRUARY 28TH, 2024

Lisa McCune with Affinity24



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of Orange County

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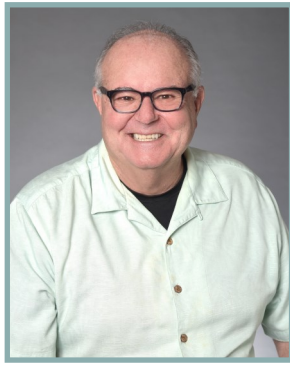
We also learned that although online existence is necessary for a business, the website will rank higher in search results (and therefore get you more traffic and leads) if third-party platforms are pointing to it. It's about making it EASY for search engines to find and categorize your website. And, Jub Jub happens to be experts in this. It all starts with Search Engine Optimization (SEO), and making your website as efficient as possible in the way it's created.

Even though it's been around forever, it was refreshing to hear that email marketing stats remain strong across all ages, even with all of the options available to us to receive updates and information. Proven to be one of the most cost-effective and DIRECT ways to reach customers, email marketing is something that the team at Jub Jub works on closely with clients to get the best results possible.

With Jub Jub handling hosting, design and development, and digital marketing for businesses for over 20 years, it's easy to see why they have over 700 successful projects under their belts.

Thank you, Lydia, for sharing your knowledge with us, and for educating us on how to make the most out of our space in the online universe!

For more information, or to get the conversation started about your new or existing website, visit: JubJub.com.



PRESIDENT'S MESSAGE

Hello EAO C!

We hope everyone had a very Happy Valentine's Day on Wednesday. Everyone in attendance enjoyed Lydia Pooler from Jub Jub

Interactive's presentation. With so many changes, including AI and malware, please call Lydia and make sure your website is safe and user-friendly on cell phones.

Thank you, Diana, for making a special delivery to members who ordered flowers. And thank you to Pete Sloan for his Membership Moment. Next week, Lisa McCune with Affinity24 will be our presenter. Please arrive at 6:45 AM so we can start on-time at 7:00 AM.

See you next week.

- Ron

Ron Dymek

DYMEK'S FREEDOM PLUMBING
EAO C 2022-2024 President



NEW MEMBER TARGETING

We are actively seeking new members in the following classifications:

- Chiropractor
- Long-Term Care
- Pastry Chef
- Window Washing
- **Solar Panels**
- Wifi Expert
- Vinyl Fencing
- Acupuncture
- Dry Cleaning

Please email Katie for more details!

Target Classification of the Month: **Residential Roofer**



Calling all Residential Roofers!

EAOOC members: we are actively seeking a qualified, trusted, tried and true Residential Roofer to fill our Target Classification of the Month.

Please consider your entire network, and invite your favorite Residential Roofer to breakfast next week!

Email Katie to get them on our guest list.

Thank you!



IEA INSIDE STORY

The International Executives Association wants to know what's happening amongst its chapters!

Do you have news that you would like to share with EAOC's parent Association? Have you won an award or written a book? Do you have a big event coming up? Simply email the details to Executive Director Lisa Jordan at **director@ieaweb.com**, and she'll share with all IEA chapters!

INTERNATIONAL MEMBER PROFILES

Is your International Executives' Association member profile accurate? Every EAOC member is featured on the IEA website's 3000+ member directory, which makes it easy to find somebody if you have a vacation home, are traveling and need a recommendation, or know friends and family who live out of town. [Please sign in and update your member profile as soon as possible.](#) Contact Katie for assistance.



NEW MEMBER RECRUITMENT BONUS

Reminder: EAOC proudly encourages its members in expanding and empowering their fellow prestigious Orange County execs!

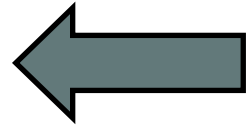
More quality members means more quality referrals.

An EAOC sponsor receives a \$150 bonus for recruiting a new EAOC team member, after three months of successful membership.

Please contact Katie for more information!



EAOC QUICK LINKS

**ADVERTISING SPECIALTY:**

[Carlos Salazar](#)
[Salazar Associates](#)
714-990-9214
carlos@promotownusa.com

AIR CONDITIONING & HEATING:

[David Schaefer](#)
[Schaefer Air Inc.](#)
909-944-5111
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ATTORNEY/ESTATE PLANNING:

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ATTORNEY/EMPLOYMENT LAW:

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