

From: Allison Caldwell <allison.caldwell@live.com>

To: Caldwell, Kyle R SGT USARMY NG SCARNG (US)kyle.r.caldwell2.mil@mail.mil
Taylor, Ronald F COL USARMY NG SCANG (US)ronald.f.taylor3.mil@mail.mil
Dan Hennigandanielchennigan@gmail.com
Meetze, Christopher D LTC USARMY NG SCARNG (US)christopher.d.meetze.mil@mail.mil
Edwards, Elisa M CTR (US)elisa.m.edwards2.ctr@mail.mil
Scott, Darrelldscott@dew.sc.gov
'MBodison@dew.sc.gov'mbodison@dew.sc.gov
JOHN FINANfinanj@bellsouth.net
Goldsmith, George W CTR USARMY OCAR (US)george.w.goldsmith.ctr@mail.mil
'fisher.thomas.g@dol.gov'fisher.thomas.g@dol.gov
'swarts.sandra@dol.gov'swarts.sandra@dol.gov
STEPHANIE.PFEIFFER@bcbssc.comstephanie.pfeiffer@bcbssc.com
trevea.martin@bcbssc.comtrevea.martin@bcbssc.com
Chapman, Waynewayne.chapman@dss.sc.gov
'Timmons, John'john.timmons@dss.sc.gov
Allen, Kerrykerry.allen@dss.sc.gov
'Cothran, Richard S.'rcothran@tctc.edu
Pretulak, Susanpretulaks@sctechsystem.edu
Crenshaw, Robertcrenshawr@sctechsystem.edu
Kim Mannmannk@midlandstech.edu
'cfarrell.mbt@sccommerce.com'cfarrell.mbt@sccommerce.com
Metcalf, HowardHMetcalf@oepp.sc.gov
Veldran, KatherineKatherineVeldran@gov.sc.gov
braswellm@midlandstech.edubraswellm@midlandstech.edu
lori.ehlers@va.govlori.ehlers@va.gov
Brantley, Mollymbrantley@dew.sc.gov
afairwell@dew.sc.govafairwell@dew.sc.gov
stillmanw@midlandstech.edustillmanw@midlandstech.edu
kiblerm@sctechsystem.edukiblerm@sctechsystem.edu
jharding@russellandjeffcoat.comjharding@russellandjeffcoat.com
smcpherson@columbiachamber.comsmcpherson@columbiachamber.com
gregory.cunningham@ge.comgregory.cunningham@ge.com
darrell.kershaw@dss.sc.govdarrell.kershaw@dss.sc.gov
niamccray@gmail.comniamccray@gmail.com
tim.timmons@scchamber.nettim.timmons@scchamber.net
fbuchanan@sagaciouspartners.comfbuchanan@sagaciouspartners.com

Date: 4/3/2014 1:15:12 PM

Subject: 3 Requests from your OPE Mktg Committee

All,

The OPE Marketing Committee had a good meeting on Tuesday. Thanks to all who were able to attend.

As a committee, we have three immediate requests for ALL members as we create a statewide marketing plan:

1) **PIO/PAO contacts:** We're meeting again by phone at **10am next Wednesday, April 9**. This overall effort will only be successful if relevant Public Information Officers/Public Affairs Representatives are involved as well. *Can you please put us in touch with yours by COB tomorrow?* An email introduction will suffice; we'd love to invite them to join Wednesday's call.

2) **OPE web banners:** Please ask permission to add a clickable OPE banner ad to the home page of your organization's website as soon as possible. We'd like to see these up no later than May 1. See DEW's home page as an example: <http://www.dew.sc.gov/> ****Molly Brantley from SCDEW is available to design per your specifications.** Please contact her directly at mbrantley@dew.sc.gov.

3) **Blog topics:** We've asked before, and we're asking again. If you'd like to independently submit a 300-400 word article or announcement relevant to military job seekers and/or employers, OR if you have or know of a relevant service or program and would rather be interviewed by phone (*we'll write it for you!*), please let us know. We want to create as much original local content as possible, and need your help to do it.

Bonus: Just thought of one more. If you haven't already followed OPE on Facebook and Twitter, please do so now! You can click through from the OPE home page (top right):
<http://operationpalmettoemployment.sc.gov/>

Thanks so much, and I look forward to a blown-up Inbox soon! Seriously. Let's do this. :)

Allison Caldwell

Marketing Consultant

J1.1 Service Member & Family Care Directorate

South Carolina National Guard

allison.caldwell@live.com

(803) 528-0740

-->