**Marketing Update**

1. **Branded stand-up banner and table topper –** Just a reminder to be very gentle with assembling your stand-up banner and table topper. Some franchisees have shown their muscle and have pulled them out of their socket. If this happens, the best way of fixing them is taking them to a local banner company or a print store like Alphagraphics so they can repair them. If you ship them out they will cost more to ship then buying a totally new one.
2. **Artwork Library Orders** – Please use the icons on the marketing website or the Universe homepage to access the artwork library. We have removed one of our old URL re-directs as we have a special surprise up our sleeve in the near future with that URL. If you want a direct URL, please use [www.myabcartwork.com](http://www.myabcartwork.com).
3. **3rd Quarter NAF Reports –** Keep an eye out this month as I am going to try to get those quarterly reports out sooner rather than later. Please feel free to let me know if you have any questions on those reports as I would be happy to walk you through each area.
4. **Third Party Lead Reminder –** As we approach the 4th quarter it’s never too late to spend your NAF co-op dollars. Why not buy some third party leads which qualify for the NAF advertising co-op. I recommend using either Caring.com or Agingcare.com as your source. You can also try Google Adwords if you like. Let me know if you are interested in getting started with something new.
5. **Alzheimer’s Campaign –** Send us photos of your walk team. We would like to place them on the photo website. All we need is your team name or who is in the photo.
6. **Community Based Ideas –** Never too early to plan for a holiday food drive. How about taking out spooky treats out to your referral partners or clients for Halloween. We have the veteran blanket and coat drive for Veteran’s day. Where there is a will, there is a way. Plan ahead and have fun doing it.