

# The Greenbelt

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## TREE PLANTING

"One acre of forest absorbs six tons of carbon dioxide and puts out four tons of oxygen. This is enough to meet the annual needs of 18 people."—*U.S. Department of Agriculture*

"In laboratory research, visual exposure to settings with trees has produced significant recovery from stress within five minutes, as indicated by changes in blood pressure and muscle tension."—*Dr. Roger S. Ulrich Texas A&M University*

Saturday, October 25 is tree planting day in Oak Hills. We will plant 100 trees in the green belt along Highway 156. This will add value to our neighborhood as well as providing oxygen and stress relief.

We invite you to join us in planting these trees. Bring gloves and a shovel. Any help is appreciated. Meet at the Rec Center at 9:00 AM or come join us later in the greenbelt.

**Q&A CORNER:** The remodel on the pool house is fabulous and we have been enjoying the pool all season. Now, what about the tennis courts? Are there any plans for them? Good question! Yes, there is a Recreation Committee that has formed and their task is to assess and evaluate what the homeowners would like to do about the tennis courts and report

## A BIG THANK YOU!

Donnie Vickers, owner of Lonestar Electric, 632-0108, has donated numerous hours of labor to our association this year. His contribution has saved the homeowners hundreds of dollars and given us professional results. If you would like to volunteer to improve your neighborhood, call Steve at the office, 633-0103. Whatever your skills, we can use your help.

## WILDFIRES

As many of you know, the Fire Department now recommends a defensible space of 100 feet around your house. If your back fence is on the greenbelt, please clear all brush and vegetation for at least 5 feet on the back side of your fence.

their findings to the Board. If you wish to be on this committee, contact Tom Dominy @ 633-3996

If you have a question, please email it to [fice@oahkillshoa.org](mailto:fice@oahkillshoa.org) and we will do the best to get an answer to you in the next issue.

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## OAKHILLS HOMEOWNERS ASSOCIATION

P.O. Box 689  
Castroville, CA 95012

Phone: 831-633-0103  
Website: [www.oakhillshoa.org](http://www.oakhillshoa.org)  
Email: [office@oakhillshoa.org](mailto:office@oakhillshoa.org)

We're on the Web!  
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## PUBLICITY PAYS!

By Wendy Brickman

President BRICKMAN MARKETING & Oak Hills Resident

To effectively market your business or service, it is critical to budget a substantial amount of your time, money and energy for your publicity efforts. Why? Because publicity pays!

What is publicity? Publicity can be defined as any activity that increases community awareness regarding you and your business. In contrast with paid advertising, publicity is typically provided free of charge by the local media, resulting in the term "free publicity". Articles about you and your organization can appear an unlimited number of times in a variety of media including newspapers, magazines, radio, television, newsletters, event programs, etc.

Typically, the more "impressions" or mentions your company receives, the greater your chances of increasing sales and creating new customers. An article written about your organization may often be more effective than a paid advertisement because it reflects an unbiased, third party endorsement which is typically more believable to the reader because they know you didn't pay for it. Also, even the mention of your name or your company's name in association with a community event creates another positive impression in the mind of the reader.

There are five effective ways to obtain publicity to promote you or your business. First, **COMMUNITY INVOLVEMENT**. Monterey County offers a wide variety of non-profit organizations which are always seeking volunteers, from Chambers of Commerce to SPCA. Although it is important to join these organizations, it is critical to actively participate in them. Get involved on committees and help organize special events. You'll enjoy the interaction and other committee members will see how effectively you get the job done. They will unconsciously associate the quality of your work in the non-profit organization with that of you and your own organization. Since your time is limited, choose organizations in which you are most interested and that you believe will be the most rewarding for you personally and professionally.

You may also gain publicity by being mentioned in the newsletter published by the non-profit organization or in the coverage it receives from the local media. If you

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### Greenbelt Editor:

Vacant

Your name could be here!

don't have the time to participate in a particular special event held by the non-profit organization, you can donate your company's product or service -- and you can also donate money.

Second, whenever possible, try to obtain publicity from the local or national **MEDIA**. Locally, our region has many newspapers, radio stations and tv stations which depend upon information from you and your organization. They are looking for "newsworthy" items which are informational, entertaining and fascinating to large numbers of local readers or viewers.

To cover local business news, our local newspapers have a column or section which publicizes the openings of new businesses, moved or expanded businesses, new hires, management promotions, new officers in business organizations, awards, etc. Whenever possible, newspapers like to include photos in their columns so it is always important to have a black and white photo available for your publicity efforts.

To obtain publicity from the local and national media, it is necessary to write a press release which in the first paragraph answers the questions: who? what? where? when? why? and how? The releases should be about one-page in length, typed, double-spaced and mailed or faxed at least 10 days in advance of an event. A follow up call is always important to make sure the press release was received and to determine if it will be used. You can also submit an "Available for Interview" form if you wish to be on a radio or television news or talk show.

Third, **WRITE ARTICLES** for a newsletter or other publication which covers a specific subject related to your business. These articles provide invaluable information to your customers and can be reprinted in brochures or flyers.

Fourth, when appropriate, **GIVE SEMINARS** on a subject related to your business or service that helps to convince prospective customers that you are knowledgeable enough to help them in your specialty.

Fifth, whenever feasible, take the time to submit applications so that your organization will be able to receive **AWARDS** which are offered by local or national organizations, including the Chambers of Commerce. These awards will also help you to gain recognition and positive publicity.

If you start incorporating some of these activities into your organization's marketing plans and budget, you'll discover, without a doubt, that publicity pays!