



Rotary Club of Martinsburg Grapevine

Sept 15, 2022
District 7360 | Club 5296

Social Connection

A Change In Marketing, Moises Mendoza

Moises Mendoza, owner of Social Connection Marketing, is a local expert in all things pertaining to digital marketing. He is a 2015 WVU graduate with a degree in Social Media Marketing. This was a very new career path and degree offering in 2015. Moises provided marketing for a few companies prior to starting his own digital marketing agency, which provides all-in-one services. Only two years into his business and Covid hit.



All of his in-person services came to a halt. Quickly, Moises had to shift his business model to be able to offer value to clients during this new all-digital environment. Moises used livestreaming on Facebook to not only create new business for himself but also to help local businesses by sharing interviews he had with them using social media. Moises was also able to focus on and continuing to develop the primary business model he uses for all clients: brand awareness & lead generation. He is also passionate about donating his time and money to local non-profits in the area.

Moises shared how an individual or business can improve their marketing efforts quickly. He offered 3 tips to include: Facebook Ads, Local SEO (Search Engine Optimization) & Reels on Facebook and Instagram.

The following is what Moises shared about his company's brand awareness strategy for clients; requires Facebook Ads for brand impressions and targeting local demographics; boosting quality ads; Local SEO - Google my Business; showing personality through brands, making it personable; & short form video content with Tik Tok, Reels, etc.... If you have no idea what any of this means, I'd recommend reaching out to him!!

Moises Cardenas - Owner, Social Connection Marketing

304-314-2750 - moises@scmarketingwv.com - scmarketingwv.com

Upcoming Rotary Club Calendar & President notes:

- As Pepi gets acquainted with her host family and school, remember we still need another host family for 2nd semester at MHS. Also, if your family is taking a neat, Day or weekend trips to places of interest, think of including Pepi is she has time and interest in joining you.
- Welcome new members, Tiffany Hine, Georgia Ann & Keith Vogan, and Craig Bartoldson (Welcome back!)
- From RLI Chair, Mitch Morgan – This is a fantastic opportunity for every member of your club to learn more about Rotary, no matter how long you have been a member and no matter what role you play in your club. Come join us for enriching evenings! Classes are from 6:30–8:30 PM.

Go to www.RLIMainLine.org to register.

o 2022

- Part 1: Sunday, Monday, Tuesday, October 9–11, 2022
- Part 2: Sunday, Monday, Tuesday, October 23–25, 2022
- Part 3: Sunday, Monday, Tuesday, November 6–8, 2022
- Graduate course: Sunday, Monday, December 4–5, 2022

o 2023

- Part 1: Tuesday, Thursday, Tuesday, January 17, 19, 24, 2023
- Part 2: Thursday, Tuesday, Thursday, February 16, 21, 23, 2023
- Part 3: Sunday, Monday, Sunday, March 12, 13, 19, 2023.



- Sep 19–23 – Rotary Peace Corps Week
 - o For more information, email events@partneringforpeace.org or visit <https://www.partneringforpeace.org/cpages/rotary-peacecorps-week2022>
- Oct 04 – Board Meeting at Noon, Water Dept/ Jim Oulette
- Oct 15–16 – Apple Harvest Pancake Breakfast Volunteer Event
- Oct 24 – World Polio Day
- Oct 27 – Combined Morning and Noon Rotary Club dinner* to welcome DG Vicki back for her official club visit.
- Nov 18 – Rotary Foundation Dinner, State College, PA
- Nov 19–20 – District Conference, State College, PA

Member Birthdays	
Porter, Penny	8-Sep
Whalton, Michael	11-Sep
Karos, George	14-Sep
Orem, John	15-Sep
Helman, Derek	16-Sep
Roach, Steven	16-Sep
Printz, Charles Jr.	19-Sep
Kees, Allen R	26-Sep
Burke, Kendall	27-Sep
Janelle, Sherri	27-Sep
Apple, Ken	29-Sep
Fausey, Lisa	29-Sep
Wadsworth, Joanne	29-Sep



Wedding Anniversaries		Years
Moxley, Gail & Jeff	13-Sep	?
Cogswell, Margaret & Dan	15-Sep	43
Kees, Allen & Becky	21-Sep	9

Member Anniversaries	Start Date	Years
Smith, Jennifer	9/16/2021	1
DeJarnett, Dana	9/28/2017	5
Kees, Allen	9/17/2015	7
Merceruio, Tim	9/25/2014	8
Whalton, Michael	9/18/2014	8
Sherman, Trent	9/12/2013	9

congratulations!

Student Guests

Jenn Stanley - FCA Advisor

- Colin Frye
- Molly Ouellet



Community Events:

- Sep 24 – CHS Blue Jean Ball at the CT Racetrack
- Oct 8 – Hedgesville Heritage Day, 8–4PM
- Oct 12 – Women of Distinction Luncheon
- Oct 15 – Apple Trample, 10:30AM
- Oct 22 – 4–State Food Truck Fest, Main Street Martinsburg



Rob Lowe, II presents Bob Williams, Director of Parks & Rec, with a check from our club. Thank You for allowing us to use your facilities free of charge for our fundraising events!!!!

Better luck next time Jim Ouellet, who did not draw the winning card. There are only a few cards left...the odds are in your favor. Bring CASH!!!



Future Programs:

- Sep 22 – Exchange Student, Pepi and 2 RYLA Graduates
- Sep 29 – Whitney Ingram, Moving Mountains Yoga
- Oct 06 – Dr Bruce Bowman, Veterinarian work in Mongolia
- Oct 13 – Mark Jordan, Convention & Tourism Bureau
- Oct 20 – Jerry Spessard, Farmer's Amanac
- Oct 27 – No Lunch Meeting – Joint dinner with Sunrise Club – DG Vickie Zimmerman

