How to OUTSMART the Competition

4 Easy Communication Strategies to Make More Money More Easily!

Terri Murphy
March 12, 2013
New Consumer Demands
24/7 REAL TIME Information & Connectivity
Get a new

Attitude

toward online connection
Each Generation....

REBELS & EVOLVES

Keeps their own values established during that time
Anything that is in the world is normal and ordinary and is just a natural way the world works.

Douglas Adams
Anything that is invented...

Between the time when you are 15 to 35 is new,
Revolutionary & Exciting
and you can possibly get a career in it;
Anything invented AFTER 35...

Is against the natural order of things.
Civics
Before ‘45
Civic Traits

Company Loyalty
Conservative
Hard Working
Patriotic

RESPECT
Civics
Before ‘45

Boomers
1946-1964
Baby Boomers Traits

Team oriented,
Personal gratification,
Youth, Health & Wellness, Community

Optimism
Civics
Before ‘45

Boomers
1946-1964

GenX/Y
1965-1980
Gen X-Y Traits

Techno literacy-Creativity
Fun, Self-reliant
No Corporate Alliance
Resourceful

Skepticism
Civics
Before ‘45

Boomers
1946-1964

GenX/Y
1965-1980

Millennials
1981-2000
Gen Y-Millennial-TRAITS

ENTITLED
In control    Diversity
Socially Connected
Take positive action
Achievement & Confidence

WIFM
“What does IDK, LY & TTYL mean?”

I don't know, love you, talk to you later.

OK, I will ask your sister.
Participatory Culture
GENY

Represents more than 70 million consumers in the U.S.

• Earn a total annual income of approx $211 BILLION

• Spend approx $172 BILLION per year...
“For any company seeking to get its footing for future success must **pay attention** to the next large group of consumers of **solid-woods** products.
GenY-consumers who research everything, including Buying Houses
They research what makes a house a house, namely the Building Materials.

“The hardwood industry must consider what these buyers prefer in their homes’ make-up.”
Adaptability!
Connection Formula

Add

Context

Plus

Relevance

With

Voice

Equals

Engagement
What’s “Voice” Mean?
Welcome to the Era of “Social Business”
Tell me about one of your favorite restaurants ....
Keys to Expanding your Global Presence
View this 02:35 minute video, Socialnomics, on YouTube
http://youtu.be/3SuNxBUrKuo
B2B Connections
Why would you need LinkedIn?

Grow your business connections through the relational capital of colleague

“Recommendations”

Who do you want to do business with?
Linkedin has a great SEARCH option for companies & contacts.
Jack T. Shannon
President at Shamrock Plank Flooring
Greater Memphis Area  |  Paper & Forest Products

Send a message

258 connections

ACTIVITY

Jack T. Shannon is now connected to Dale Bradicich, Account Manager at US Natural Resources
1 day ago

Jeff Lassle endorsed the skills and expertise of Jack T. Shannon

Endorse Connections  ·  Like  ·  Comment  ·  5 days ago

SEE MORE
Christi Kelley
President

"Christi and her company have provided web design work for our company. She delivered an excellent product for what we considered a fair price. I would recommend her to anyone trying to improve their internet presence."
August 22, 2011, Jack T. was Christi’s client

Holly Chemushin
Accounting Clerk

"Holly could come back to J.T. Shannon and she would have a job. She was an asset to the company and she left a void when she moved away from the area."
June 25, 2011, Jack T. managed Holly indirectly at J.T. Shannon Lumber Company

F. Norfleet "Fleet" Abston
Chief Financial Officer

"I have had the pleasure of working with Norfleet while employed at two different companies. I have found him to be out going, easy to work with and a results orientated man. Norfleet networks well and has great people skills which has helped his successful business career. I would highly recommend him to any company looking for a man of his skills in accounting and management."
November 16, 2010, Jack T. was with another company when working with F. Norfleet “Fleet” at Old Waverly Investments, LLC
Forest To Floor in Memphis is the premier Hardwood Flooring, Hardwood Lumber and Plywood distributor serving the mid-south market. Please call with all your hardwood needs!! 866-898-4135

FTF Memphis is your new Hardwood Flooring, Hardwood Lumber and Plywood distributor in Memphis, TN serving the... more

How you're connected to Forest To Floor

0 1st Connections
1 2nd Employee in your network
1 Employee on LinkedIn

Learn More ->

Chevrolet Volt, 2011 Motor Trend Car of the Year®

Referral Marketing Specialist / A&D Development
Leigh Shannon, Greater Memphis Area

How are you connected? (2 shared connections)
Facebook has 1 BILLION users
Get a Business PAGE
Facebook

• Spend an average of 6 hours & 35 minutes per month

• 543 million monthly active MOBILE users

• 700 billion minutes spent per month

• 58% of active users log in daily
Lumber Liquidators
Retail and Consumer Merchandise • 24,157 likes

Mid-South Lumber Co. of NW FL Inc.
717 W. 11th Street • Panama City, Florida • 32401
Pet Store • Construction Service & Supply • Hardware Store
18 were here • 3,573 likes • Open until 5:00 pm

Lumber City, Georgia
Lumber City, Georgia City
1,588 were here • 328 likes

Lumber Bridge, North Carolina
Lumber Bridge, North Carolina City
2,007 were here • 237 likes

Treasure Hunt: The Lumber Room
4,400 monthly active users

Reclaimed Lumber Products
Company • 1,045 likes

Jack Lumber
9 monthly active users

Meadors Lumber Co.
218 Commerce Drive • Alma, Arkansas • 72921
Home Improvement
23 were here • 270 likes • Open until 5:00 pm
Impressive!
Lumber Liquidators

Have you ever considered an engineered hardwood? They are an excellent choice for below grade, over concrete, radiant heat, and in challenging climates. Check out our line of engineered floors to see if it would fit your lifestyle:

http://www.lumberliquidators.com/catalog/flooring.jsp?categoryId=614

Lumber Liquidators: Engineered Hardwood

www.lumberliquidators.com

Lumber Liquidators: Hardwood Floors for Less!

www.lumberliquidators.com

Lumber Liquidators: Hardwood Flooring for Less! Purchase beautiful hardwood flooring products at extraordinary savings! Our Everyday prices on beautiful hardwood floors start from 89 cents.

Lumber Liquidators

Winter is almost here and we want to make sure that you love your floors during every season. Here is a blog post for some tips on how to care for your floor during the cold winter months:

http://blog.lumberliquidators.com/lumber-liquidators/2010/11/tips-for-hardwood-floors-for-the-cold-weather...
700 YouTube Videos are shared on Twitter each minute
• 140 million+ active users
• Over 340 million tweets per day
• 57% of all companies that use social media for business use Twitter
• 100 million registered Twitter apps for smartphones
  – 50% of Twitter’s users use Twitter Mobile
Results for flooring companies

RyanService Ryan Service
Guides To Find Colorful Vinyl Fencing From Great Companies
http://ow.ly/1a2OFU
1 hour ago

louisianafloor Cornerstone Flooring
Come join Cornerstone Commercial Flooring on Linkedin. It's a great way to develop your business online. http://ow.ly/36ZSe
17 hours ago

flooringmanager TCFManual
We offer a range of services that can benefit all sizes of Contract Flooring Companies.
23 hours ago

ArticlesCounter Articles Counter
Hardwood flooring companies in Atlanta and Alpharetta
http://goo.gl/fb/nVMR5
16 Nov

roberta9900 Roberta Rivera
RE: @blue234 A specialist consultant drew up a repair spec, and this was put out to six companies. Two were flooring c...
http://disq.us/s2wiv
16 Nov

daniel_sixecho Daniel Bradley
Got a problem? We can fix it. This is Juli @ Lumber Liquidators, and we sell the best flooring for your home and/or commercial project, for less! Questions? http://www.lumberliquiators.com/blog.lumberliquiators.com

hardwoodforless Lumber Liquidators
Brr, it's a chilly morning. Warm up and check out our Room Designer where you can “try on” a new floor. http://bit.ly/a99B8F
2 hours ago

hardwoodforless Lumber Liquidators
@1kitchen1girl Thanks for the kind words! If you need any help with anything, just let us know!
2 hours ago

hardwoodforless Lumber Liquidators
23 hours ago

hardwoodforless Lumber Liquidators
Tomorrow Mike Holmes stops in Nashville! Check out where he's going next http://makeitright.ca/Holmes_Magazine_US_Tour/
17 Nov

hardwoodforless Lumber Liquidators
@monicabenaidez Agreed! But we have it tough, two black dogs and a white cat, no way to hide all that fur :-(
16 Nov

hardwoodforless Lumber Liquidators
What is your favorite flooring for pets? Bellawood, hardwood, bamboo, laminate, engineered, or resilient vinyl?
16 Nov

hardwoodforless Lumber Liquidators
Follow Mike Holmes' US tour, they just left and are on their way to making stops around the country: http://bit.ly/holmes3tour
Instagram

- Over 1 billion photos
- Searchable & discoverable
- 30 million+ Registered Users
- 5 million+ Photos Per Day
- 575 Likes Per Second
- 81 Comments Per Second
• 97% of the fans of Pinterests Facebook page are women
• Over 80% of pins are repins
• 50% of all Pinterest users have children
• Pinterest referrals spend 70% more money than visitors referred from non-social channels
• 28.1% users annual household income of $100,000
New Learning Initiatives

- Video Based Training
- Texting Programs
Over 4 BILLION hours of video are watched each month.
15,754 Views
American Hardwood YouTube CHANNEL
Buyer's Guide

At Shamrock, we realize that you have a choice in your flooring products. Browse our the Buyer's Guide section to learn more about the value and benefits of hardwood floors, the natural characteristics of wood, how to care for hardwood floors, Shamrock's warranty, hardness ratings, installation instructions, and more. Be sure to check out our Frequently Asked Questions page for answers to the most common hardwood questions.

Solid or Environeered?
Shamrock offers two types of hardwood flooring products: Solid and Environeered plank flooring. Click here to learn more about these flooring options and their construction. We hope this information will help you decide which floor is right for you.
Set up your own YouTube Channel
Why a Blog should be a part of your online presence?
About 38,700,000 results (0.32 seconds)

The Hardwood Flooring Blog
refinedhardwood.blogspot.com/
May 3, 2012 – The Hardwood Flooring Blog. Great Head's Up Information and How To's About the Hardwood Flooring Industry Posted by one of the Most...

Lumber Blog, Hardwoods Inc. Exotic & Domestic Lumber in Freder...
hardwoodsincorporated.com/blog.aspx
Feb 11, 2013 – Our official Hardwoods blog topic for this post is Peruvian walnut. Also known as juglans neotropica, Peruvian walnut is an exotic hardwood ...

Hardwood Floors - Inspector Blog: Craig DeWitt
hardwoodfloorsmag.com/inspector/blog/
Mar 4, 2013 – By Roy Reichow Through many of our daily jobs, many of us hold off on a final coat until other all other trades are finished. During your final ...

Hardwood Floors Magazine - Blogs
hardwoodfloorsmag.com/blogs/
Wayne Lee worked for a sanding machine manufacturer for 24 years before starting his own wood floor and tile contracting business, Cardinal Hardwood & Tile, ...

How to Refinish Hardwood Floors - Bob Vila's Blogs
www.bobvila.com/blogs/how-to-refinish-hardwood-floors/
May 3, 2012 – Refinishing hardwood floors is unforgiving work. Mistakes are easy to make. Think you're up to the task? Here are some helpful tips for DIYers.
The HUB of your Online Presence

BLOG

Listening & Conversation

LinkedIn

Twitter

Listening Conversation

Facebook

Listening & Conversation

Listening Conversation

YouTube
Real Hardwood Flooring by Shamrock: Natural Beauty & Enduring Value

Nothing enhances the beauty and value of a home like Shamrock Plank Flooring.

- Design Flexibility: The variety of colors, textures, finishes and wood grains available in our North American hardwood provides infinite design possibilities.
- Long Life: The durability of our Solid and Environed floors makes them ideal choices for any room of the house, including high-traffic areas, kitchens and entryways.
- Green Building: Hardwood is completely renewable, recyclable, and sustainable.
- Improved Air Quality: Because wood doesn’t collect dust or other allergens, many health professionals agree that wood floors are a good choice for a healthy home.
- Solid Investment: Real estate agents nationwide agree that homes with hardwood floors sell faster, and for higher prices than homes without.
- Made in the U.S.A.: Shamrock Flooring is milled and manufactured in Montezuma, Indiana and Memphis, Tennessee.

The Finest Floors

Making quality hardwood flooring requires well-trained and dedicated people, modern equipment and high quality lumber, all of which are integral to Shamrock Plank Flooring.
Choosing Solid or Environeered Flooring

Shamrock offers both Solid and Environeered flooring options as pre-finished, unfinished and hand scraped products. Both flooring types are excellent options for ground level flooring and above, depending on the subflooring. Due to the differences in installation methods, Environeered flooring is the best choice for basements and other spaces with concrete or other hard subflooring.

Solid

Shamrock’s Solid Plank Flooring consists of 100% North American hardwood planks that have been milled, kiln-dried, ripped, molded, graded, and finely crafted to meet our exacting quality specifications. Our Solid hardwood floors are a sustainable building resource, and a beautiful addition to any home.

Environeered

Shamrock’s Environeered Plank Flooring is the next generation of sustainable flooring. In an effort to extend Nature’s precious resources, we have created a line of engineered flooring designed to be environmentally conservative. Shamrock’s Environeered flooring utilizes only 1/4 of the hardwood used in Solid flooring, preserving the same wear life as Solid flooring and extending the use of our hardwood resources. Our core is made from 9 layers of faster-growing plantation grown Birch. This allows us to increase the structural stability of our floors while minimizing the amount of hardwood harvested.

The cross grain construction of our Environeered floors provides inherent structural stability, ensuring decreased expansion and contraction due to temperature and moisture variations. Minimizing movement in each board results in an overall superior installation, and will help preserve the beauty and integrity of your floor. Thicker than most engineered flooring.
AMERICA’S FORESTS ARE RENEWABLE

- Six trees are planted for every one harvested in the US.
- Harvesting large, mature trees lets sunlight reach the forest floor to stimulate new growth.
- Hardwood trees regenerate naturally. Most softwoods are replanted.
- Forest products companies and private timberland owners plant 80 percent of these seedlings – almost 4.8 million trees a day. 1.7 billion trees a year. That’s 2.6 million acres – the size of Connecticut. Even more lands are regenrated naturally.

AMERICA’S FORESTS ARE SUSTAINABLE

- Sustainable forestry involves managing for multiple benefits – clean air, clean water, recreation, wildlife, habitat, and timber without depleting the ability of future generations to manage the forests for their needs.
- Besides meeting state and federal regulations, professional loggers adhere to Best Management Practices to minimize the environmental impact of harvesting operations.
- The volume of growing stock and sawtimber could only increase if less timber were harvested than is available. Thus, for the last 50 years, North America’s forests have been managed sustainably.
- Foresters are trained to determine when and how trees should be harvested, ensuring healthy and productive forests. Different harvesting methods are employed to reach specific goals.
- Investments in research ensure that industry lands will be even more productive in the future. Likewise, the industry continues to improve the yields of finished products from each tree. These advances allow fewer trees to be harvested to produce the same amount of product.

AMERICA’S FORESTS ARE ABUNDANT

- The U.S. still has more than 70 percent of the forestland it had in 1600 – 745 million acres. There is enough forestland in the U.S. to cover every square inch east of the Great Plains.
- Despite a 165 percent increase in population, the U.S. has about the same amount of forestland as it did in 1920. The decline in forestland stabilized in the 1990s with the end of widespread agricultural clearing.
- Forest growth has exceeded harvest since the 1940s. Today, growth exceeds harvest by 47 percent.
- 271 million acres – 36.7 percent of total forest lands – are reserved from harvest by law or are unsuitable for commercial timber production.
- In the early 1990s, 20 to 50 million acres were lost to fires each year. Today, wildfire losses are between two and seven million.

WOOD IS THE NATURAL CHOICE

Wood products come from a resource that grows, matures and is regenerated for future generations. How do other building materials compare?

STEEL
Why North American Hardwoods

Why North American Hardwoods has been created for the specific role of assisting NHLA members answer questions regarding sustainability. The publication gives detailed information about the legality of hardwood forests, hardwood tree inventory, growth rates, carbon sequestration and a list of hardwood facts.

To download an Adobe PDF of this publication, click here.

NHLA Grading Rules For North American Hardwoods

To download an Adobe PDF of this publication, click here.

Forest Fact Sheet

Learn the Truth About Trees from this fact sheet.

To download an Adobe PDF of this publication, click here.

Wood Handbook, Centennial Addition

To download an Adobe PDF of this publication, click here.
Find SFI Certified Products

SFI's Certification Database is your gateway to forest products and suppliers.

read more

Get the Facts about SFI

SFI Forest Partners℠ Program

Conservation & Community Partnerships Grant Program

News Releases

MARCH 6, 2013
SFI Applauds EU's New Illegal Logging Rules

FEBRUARY 21, 2013
New SFI Vice President to Promote Forest Conservation
Chemical Issues with Bamboo Flooring

827,000 Results in .42 seconds
Check your online reputation!
Congressman visits Shannon Lumber Co.

Horn Lake just one stop on Childers’ First District tour

By Chris Van Tuyl
Posted April 9, 2010 at midnight
J. T. Shannon Lumber Company Scholarship

J.T. Shannon Lumber Company is a manufacturer and distributor of hardwood lumber, with locations in Kentucky, Pennsylvania, Indiana, and Arkansas. This scholarship is offered to an outstanding undergraduate student in the Department of Wood Science and Forest Products to provide financial assistance, allowing the recipient to further their studies in the field and anticipate for employment in the wood products industry. The $1000 will be used toward the tuition costs.

List of Recipients

2002 - Stephanie E. Hart
2001 - Robert Litton, III
2000 - Amy Shipley
1999 - Dan Cumbo (VT)

Return to Scholarship List
Social Media CONVERGENCE

Linkedin

Blogs

You.com

Facebook

YouTube

Twitter
What to do next......
#1 Question from Businesses is...

What is my ROI using Social Media?
THE Celebrity Authority
The FUTURE is MOBILE APPS and 24/7 connectivity
Tell Your Story or Someone Else Will…

Twitter, Facebook, YouTube are NEWS
PR is 24/7 and VIRAL
Digital is mobile
Media is tuned into social

– Journalism includes social media
4 Strategies Create Community

1. Set up a Professional LinkedIn Profile

2. Set up a Facebook BIZ Page

3. Develop a YouTube Channel

4. Use TWITTER as a Newsfeed
Need Strategy?

“Harnessing the Power of Connection”

e-Communication Strategist & Consultant

Terri@TerriMurphy.com

901-767-0000