



Your Business Is... Our Passion!

December 2019

Increasing Your ROI Using
the Most Unique, Innovative
Methods to Reach Your Target
Market - Guaranteed

17151 Key Lane - Oakwood, IL 61858 - 217-474-3971
business@atdmarketing.com - www.atdmarketing.com

Off We Go In A Completely Different Direction...



Sorry this is late. Hope you haven't been pacing awaiting its arrival. Have a great reason though and you're about to hear it or see it; or a little of both. My lovely wife, Brenda, was a teacher all of her life. She retired from District 118 after 24 years. She continued her teaching as a tutor and eventually Executive Director of the Children's Dyslexia Center of East Central Illinois.

Through this affiliation we have traveled to some nice places to attend annual conferences. Including San Diego, the Boston area and this year to Portland, OR. Neither of us had ever been in this area before and were excited about being able to see little of the Great Northwest. This issue is dedicated to taking you with us as we go from Indy to Portland and back via Idaho.



Rockie Mts. from plane



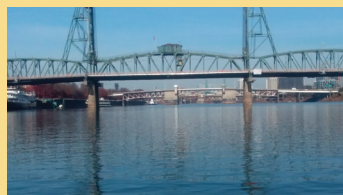
From the plane, looks like a brain



Portland Sky Line near Columbia River

While in Portland I got the opportunity to visit with my old friend Greg and his lovely wife Jeanette.

Hadn't seen Greg since before I went to the Caribbean in 1989. A lot has changed and a lot has remained the same.



Bridges over Columbia River



Marina on the Columbia River

Then to see a classmate of mine whom I had not seen for 51 years, who is a Park Ranger in Washington State.

His name is Jack and we had a great time talking about our lives after Covington High School.



(Continue reading on page 3)

the passion pit Tips for Your Business

This month's Passion Pit is dedicated to wanderings of your author across the Northwest.

After departing Portland and venturing into Washington state to see Jack our journey truly began. Our next destination, Salmon, ID, where Brenda's first husband's (may he rest in peace) brother lives. This was a 11 hr.+ drive and took 2 days to accomplish. This took us parallel to the Columbia River to Ontario, OR...



Really BAD picture of Columbia River



We began seeing mountains (?)



Can you find the critter? He's there

On the morning of the second day we left Oregon and headed into Idaho. Roddy had laid out our route for us and we were taking the Scenic Drive from Ontario to Salmon. Some 5 hours apart. We wanted to reach Salmon before or shortly after dark. Little did we know the sheer beauty we would encounter as we made our way through REAL mountains to the Idaho/Montana border in the shadow of the Continental Divide...



Payette River



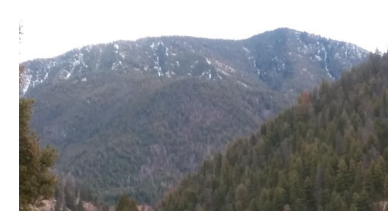
Mountainside



Salmon River

This leg of the adventure began by paralleling the Payette River, which at times was at the roadside and ended plunging down into a gorge some 2000 feet below road level.

Then the Salmon River began to run along side of us as we headed toward Salmon.



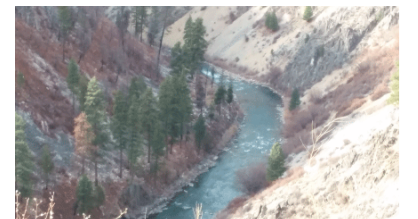
Mountains



Road running into the mountains



Payette River



Payette River



Mountains

Contest Corner

A monthly contest where you could win...

A \$25 Gift Certificate to the Restaurant of Your Choice

To Enter Visit: www.atdmarketing.com/ybi_contest

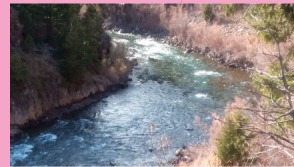
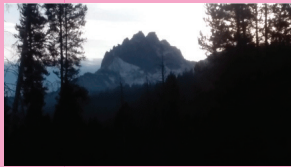
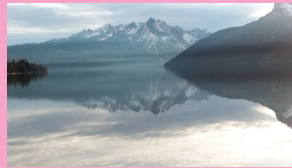
We Have A Winner!

5/19 ~ R. Pancoast ~ Classic Homes Realty

Want to see YOUR name here? You have to enter to win!

Then the fun really began...

Upon our arrival in Salmon our guided tour began. Roddy worked for the BLM in the mountains and knew a lot about the history of the area and where to go to see cool stuff. We never really ventured into back country on foot, but he knew where to go in his truck to see incredible scenery. We spent 3 days going from one beautiful spot to another...



Brenda at the stone marking the Continental Divide left foot in Idaho, right foot in Montana

The final leg of our adventure (not including the plane ride back to Indy) took us to St. Anthony, ID to see another old friend I hadn't seen for about 11 yrs. and his wife and their 16 month old granddaughter. Tony and I have been friends for more years than we like to admit and it was wonderful spending some time with him before we headed back to the flatlands.

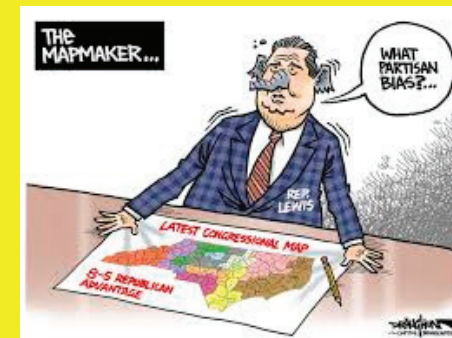
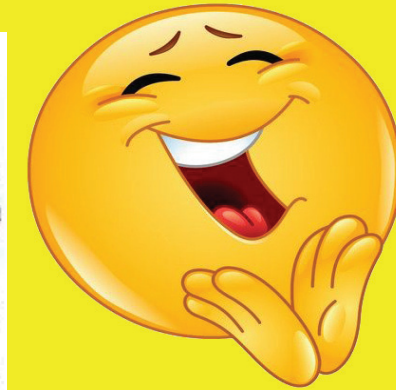


Tony and Beth are helping raise Talulah who has a beautiful smile and curly red hair. They bought her a drum set and Tony says she loves to dance to Creedence Clearwater Revival. Tony was in the Marines in Viet Nam and I am proud to call him my friend. Thank you for your Service Tony, we owe you a debt we can't repay!

The sound of the rivers was as soothing as the crashing of waves at the ocean. Could listen to it forever.

Finally, we start towards home...

The last leg of our adventure will end in Boise at the airport and we stop for the night at Twin Falls. The visual culmination of our trip is the gorge on the Snake River near where Evel Knievel attempted to jump it. Then back to the flatlands of Illinois and this issue of Your Business Is...



JUST FOR FUN



Random Notes...

"Your most unhappy customers are your greatest source of learning."
— Bill Gates, co-founder of Microsoft

No matter how hard you try. No matter how many times you fail. The Only way to succeed is to NOT give up!!
— Joe Massey

"The last 10% it takes to launch something takes as much energy as the first 90%."
— Rob Kalin, founder of Etsy

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."
— Helen Keller, American author, political activist and lecturer

"Don't play games that you don't understand, even if you see lots of other people making money from them."
— Tony Hsieh, CEO of Zappos

"I never dreamed about success, I worked for it."
— Estee Lauder, founder of Estee Lauder Cosmetics

Hope you enjoyed going on vacation with Brenda and I. We enjoyed having you with us.