

LO

Neighbors

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Stories
of the Village



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Kim Beeler's
LO Journey



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Kim Beeler's *LO* Journey

I had the chance to sit down with Kim Beeler from Beeler Marketing and learn about her journey to become one of the Lake Oswego Public Relations experts. Her dedication to showcasing local businesses and bringing their stories to the light. With a passion for PR her journey is one to watch.

RS: How did you get involved with PR and Marketing?

KB: I started Beeler Marketing from my former Mountain Park condominium in May 2002 after two back-to-back layoffs. I now work from a home office in the South Shore area of Lake Oswego.

Back in 2002, I had worked for more than two years in the PR/Marketing industry and I had established some great relationships in my niche market of organic and natural consumer products. I had worked with leading companies such as Bob's Red Mill, Nature's Path Foods, Pacific Foods, Endangered Species Chocolate Co., and more! My last boss suggested that I go into business for myself. He said: "With your business connections, you can make more money if you start your own business." I thought, "Well, what do I have to lose?" I started to believe that working for someone else was a false sense of security. So, I called the General Manager, at the time, of Kettle Foods and told him I had started my own

company. We met and he hired me on the spot – no contract – just a month-to-month business relationship that spanned 1.5 years!

I entered the PR/Marketing field after working about six years as a print journalist. I worked a variety of jobs in PR/Marketing after leaving the journalism field, which included working for a film production company in Portland as its Publicist and Still Photographer. I then worked as a Sales & Marketing Representative for a local brewery and following that stint I was an Advertising Copy Writer for Fred Meyer Corp. I was attending the Rosey Awards in Portland when I bumped into a former advertising industry contact and he suggested I interview for his open position as a PR Manager at his full-service advertising company in Portland. It was this position, which I started in November 1999, that launched me into what I would say is my business niche today – specialty consumer products and environmentally sustainable products and services companies, including non-profits.

RS: What would you say is your style, or fingerprint that you put on your work?

KB: I would say my signature style that I put on my work is my 'nose for news.' I work with my clients to look at the

news value of the press release we are developing. I was trained as a journalist, so I bring a reporter's questions to the table when we are strategizing our PR campaigns. I think my media experience helps me develop a strong message for editors, producers and journalists who are looking for credible products and services to cover and bring to the attention of their readers, listeners or viewers.

RS: How do your hobbies/passion creep into your work?

KB: I've always been a creative, opinionated and loyal person. I think you need all those traits to be truly successful in Public Relations/Marketing. I try to think of new ways to pitch a great story, product and service. I was also raised among a variety of entrepreneurs – my grandfather and father grew onions, my mom operated a local store/gas station, my grandmother ran a consignment clothing store, and an uncle ran a pipe and supply business. I learned the value of a hard days' work, but most importantly I learned how to pay attention to the quality of the work I do – the quality of my work was taught to be more important than the number of hours I worked.

RS: Is there an aspect of your business that you want to see focused on? If so what is it?

KB: I think Beeler Marketing offers a unique kind of loyalty for its clients. The business relationship we forge will be unlike any they will experience from a larger – more traditional agency. I take my work very personally because my brand is Kim Beeler. I am Beeler Marketing. I live and breathe my business. It represents my value system and who I am as a person. For this reason, I only work with companies that, too, produce only the best products and services available in the market place.

RS: How do you feel you fit in with the Lake Oswego Community?

KB: I love living in the Lake Oswego Community. It has a small, rural 'feel' without being small or rural. The people are friendly and I enjoy the local events, like our summer Farmer's Market and Concerts in the Park as well as the spring Art Festival. I am a regular customer at places like Stickmen Brewing Co. and

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Jefe. I'd rather support a small, locally owned business than shop at a larger, chain store operation. I will often meet my clients at local restaurants for lunch or Happy Hour meetings. I think it's nice when we can get away from stuffy conference rooms. I'm proud when I can introduce someone to a place in Lake Oswego they've never been before. It's nice to be able to conduct business while supporting the local businesses as well. Another client once said: "Patronize those who patronize you." That statement is one that has always stuck with me. It was offered by James Louie of Huber's Café in Portland.

RS: Do you have any hobbies, or local groups you're involved with?

KB: I enjoy kayaking on Oswego Lake in the summer time with my dog Leona and friends. I help with the annual clean-up event held every spring by the Palisades Easement. I also enjoy an occasional nine-hole round at the Lake Oswego Public Golf Course!

This year I was a committee member for the Portland Community ToolBank's First Annual Hammers & Ales fundraiser in October, which was a lot of fun and raised over \$30,000. It is rewarding to give back to the community by supporting a local, growing non-profit that helps other non-profit and government agencies with neighborhood improvement projects.

RS: What do you enjoy about living in your neighborhood? How do you feel about your neighbors, your community?

KB: My neighbors are friendly and helpful. I have a good relationship with the neighbors who live closest to me. We help each other by offering a hand or sharing tools whenever needed around the house, yard, or with our respective pets. We have enjoyed the local events and establishments together on several occasions.

I also cherish the local wild life and area around me that is wooded, forest property. It offers a little bit a protection and natural habitat for the local deer, raccoons, rabbits, coyotes and more. I hope that Lake Oswego will continue to preserve our natural habitat - to maintain a balance with nature and economic decisions. I've been concerned lately by the continued demolition of older homes and destruction of trees and wildlife areas in our neighborhood. One home located behind me used to be an area where the deer would lay and eat. It is now an area under construction and it is unclear how



this will impact the local wildlife; in particular, how it impacts the deer trail.

RS: If you had a motto to live by, what would it be?

KB: A quote offered by a former client is something that I've followed in my business: "A little bit of something is better than a lot of nothing!" It was offered by Chuck Kaady, Owner of Kaady Car Washes.

With a long road ahead of her, filled with budding successes and stories to tell, Kim brings an exuberance and charm to the PR world that translates directly into her business. Every relationship she makes and business she is able to promote is another piece to the Lake Oswego puzzle.

DO YOU KNOW A NEIGHBOR WHO HAS A STORY TO SHARE?

Nominate your neighbor to be featured in one of our upcoming issues! Contact us at ghill@bestversionmedia.com.



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