

REWARD YOUR EMPLOYEES FOR FREE

1. Let your employees know when they get positive feedback and tell your manager and their manager what a great job they're doing too!
2. If applicable to your business industry, let each employee choose a half day to work from home. Flexibility is one of the best rewards that you can give a team.
3. If some employees aren't interested in working from home, as long as all your bases will be covered, consider allowing them to shift their work schedule to hours that may be more convenient for them.
4. Find out if there is any special project or training your employee may be interested in taking on, and make every effort to give them that opportunity.
5. Write a detailed and honest LinkedIn recommendation, and let them know you'd be happy to be a professional reference in the future.
6. Consider easing up on your dress code. Many companies operate primarily over the phone and internet these days with little to no face-to-face interaction with clients. If it's something that works for your company and you think it would appeal to your employees, implement a casual Friday.



MARKETING A "BORING" BRAND ON SOCIAL MEDIA

We expect big name brands such as Nike and Coca-Cola to come up with fun and engaging social media marketing campaigns. It's the businesses that sell less-than-glamorous products, or hard-to-grasp concepts like antivirus software that aren't so easy to market. This doesn't mean you should skip Social Media altogether. Chances are, there's something exciting about your business. A backstory? The contributions you make to the local community? Your company culture? Whatever it is, finding passion in what you do is the first step to marketing on social media. After all, if you can't show interest in your own company—how will others?

Tell a Story— Story is how we connect with one another. Wonder why the emerging social networking sites are so popular? The answer is because people crave the emotional and powerful connection that comes through telling a story. What's unique about your company? Why did you venture out and start your own business in the first place? What inspires you and what are your core values?

Be Memorable— There is a difference between having an online presence and an online personality. Being quick-witted, funny, and personable can make a lasting impression on your followers. When you share the human components of your company, people can feel as if they are connecting with you. We know first hand that behind the scenes and personal content gets the most attention on our social media pages. Promote your company culture and highlight your awesome work environment and employees. Social media is a platform to establish and shape your brand perception to your liking. So take your so-called 'boring' brand, find its fun, interesting, or exciting side, and show it off!

Cornmeal-Almond Blueberry Crumble

For the Topping:

- 7 Tbsp unsalted butter, softened
- 1/2 cup cornmeal
- 3/4 cup all-purpose flour
- 1/2 cup packed light brown sugar
- Pinch of salt
- 3/4 cup chopped almonds

For the Filling:

- 4 cups blueberries
- 1/3 cup granulated sugar
- 1 tablespoon all-purpose flour
- 1 teaspoon fresh lemon juice
- 2 tablespoons cold unsalted butter, cut into small pieces



Preheat oven to 375 degrees F. Butter a 2-quart shallow baking dish. Make the topping: Whisk the cornmeal, flour, brown sugar and salt in a bowl. Stir in the almonds. Work in the butter with your fingers until evenly moistened. Make the filling: Toss the blueberries, granulated sugar, flour and lemon juice in a bowl. Transfer the filling to the prepared dish or 2 tablespoons butter. Squeeze handfuls of the crumble mixture and scatter on top of the fruit. Bake until golden and bubbly, 40 to 45 minutes. Let sit 10 minutes before serving. Top with whipped cream or ice cream, if desired.

DATES TO REMEMBER

- June 18th—Father's Day
- June 20th—Summer Solstice (Longest Day of the Year)

Hurricane Preparedness Tax Free Weekend

NOAA forecasters are predicting an above-average hurricane season this year. June 2-4, 2017, a three-day emergency preparedness sales tax holiday will take place in Florida. This means reusable ice packs, flashlights, lanterns, candles, batteries, coolers, tarps, bungee cords, radios, first-aid kits, gas tanks, and portable generators will be tax free. The sales-tax holiday is expected to save Floridians \$4.5 million! For more information on what is included in the tax holiday click [here](#).

STILL IGNORING TECHNOLOGY?



THE 2017

INTERNET MINUTE

-  452,000 Tweets Sent
-  900,000 FB Logins
-  120 LinkedIn Accounts Created
-  3.5 Million Google Searches
-  156 Million Emails Sent
-  \$751,522 Spent Online
-  4.1 Million Videos Viewed



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