

**TECHNOLOGY CORNER
SHEPHERD ROLLS
WITH MOBILE APP**

At Shepherd, we've been known to jump on hot trends. Mobile apps are all the rage, so how could we resist?

Have you ever slept through your bus stop? Wake up, your problem is solved. We are creating an app so that Portland Trimet commuters can hit the snooze button.

[Read More.](#)

Shepherd launches Reser's, dip in.

Over the past 16 years, Reser's Fine Foods has acquired multiple product lines. Shepherd Interactive came to the table to create a powerful online presence that highlights these product lines under one branded experience.

Check out some recipes or cooking tips from Chef Barb. You never know when you may need some culinary ideas for your next tailgate party. Visit the new website at resers.com.

**THE BOTTOM LINE:
CREATE A BUZZ
WITHOUT THE STING**

These days, marketing efforts may be one of the first areas to feel the effects of budget trimming. But slimmer spending can be an opportunity to explore less expensive, more effective methods for getting your message out. You can keep the marketing momentum going with a few creative approaches to communication.

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The screenshot shows the Reser's website interface. At the top left is the Reser's logo. Below it is a navigation menu with links: PRODUCTS, RESER'S MAJOR BRANDS, NEW PRODUCTS, RESER'S SPECIALTY PRODUCTS, F.A.Q., WHERE TO BUY, WHAT'S COOKING?, SIGN UP FOR SAVINGS, ABOUT RESER'S, and CONTACT US. A search bar is located below the menu. The main banner features a family at a barbecue table and the text 'ULTIMATE SUMMER BARBEQUE SWEEPSTAKES'. Below the banner are four product categories: AMERICAN CLASSICS, SENSATIONAL SIDES, STONEMILL KITCHENS, and BAJA CAFE MEXICAN FOODS. Further down, there are sections for 'New Products/Seasonal Items', 'Where to Buy/Retail Partners', and 'Sign-Up for Savings'. At the bottom right, there is a 'Barb's Recipes' section with a photo of Chef Barb and a list of recipes including 'Cheesy Potato Puff'.


**EMPLOYEE PROFILE:
MIKE CROSSLEY**

With a passion for design and branding, Mike brings over fifteen years of integrated marketing experience to Shepherd Interactive. Whether directing or designing work for brands like Bridgetown Brewing, Arbor Homes, Adidas or Novell, he has a track record for doing award-winning work and crafting memorable consumer experiences that build relationships. Mike enjoys working on a diverse mix of media that brings together print, interactive and brand identity.

Shepherd is wired for 2009.

You never know where you may see us show up next. So we've given you a colorful snapshot of some of the things going on with Shepherd Interactive lately:

- Video crews have been on a two state road trip over the last few months filming video segments for Climax Portable Machine tools.
- Developers visited the Big Apple to get RedDot certified and to eat some real bagels East coast style.
- Why not personalize your local franchise? We helped Rebath Oregon do just that. www.rebathoregon.com
- Fiji sounds good about this time of year. That's why we are working with Turtle Island to improve their site functionality. Forget about the perks!
- Shepherd Interactive is working with Chinese Rice Wine on a full re-branding and a new e-commerce website. Look for the new website in June 2009.