



WELCOME EXPRESS REPORT

June 2010

Sponsor Spotlight



It all began with Charlie Zhang, a Chinese immigrant who arrived in the U.S. in 1982. One day, Charlie had an idea: maybe he could open a restaurant that satisfied the American taste for flavorful Chinese food that was fast and wok'd to order with fresh ingredients. Thus, the first Pick Up Stix® restaurant was opened in 1989 in Rancho Santa Margarita, California.

Did Charlie's idea work? You could say so. Today, Pick Up Stix is a leader in the quick-casual dining segment with over 90 locations in California, Nevada and Arizona.

A big part of Charlie's success was developing recipes and sauces using the best traditional Asian food and adapting it to the American palate by reducing the oils and adding wine, vinegar and soy sauce. The result was the distinctive flavors that have become our trademark. Pick Up Stix still carries on this tradition and continues to prepare food in an open-style kitchen, allowing you to watch as your meal is cooked before your eyes.

The one must-try at Pick Up Stix is our signature entrée, House Special Chicken. Prepared with white wine, garlic, soy sauce, and tender, car-

melized chunks of chicken, it's our most popular dish. Other popular entrees include Orange Peel Chicken, Mongolian Beef, Lemon Chicken, and Beef and Broccoli. And while we're famous for our Cream Cheese Wontons appetizer, you can also enjoy our Asian Lettuce Wraps, Egg Rolls and more.

Pick-Up Stix has multiple locations throughout Orange County. For the nearest location, please visit:

www.pickupstix.com



OC Related Facts & Stats

• More than 80% of consumers prefer to do business with small, independent firms, while 17% preferred large chains, according to a recent survey by Irvine-based Webvisible. Reasons given include local community support, convenient location, personal service. Other findings: People over 65 put the highest value on personal service. Men preferred convenience, while women wanted to support their communities.

• Per CB Ellis/commercial real estate firm; OC's diverse businesses, population mix, location and weather coupled with OC's new affordability will expedite our return to economic posterity.

• 3,257 total OC homes sold in May, up 22% vs. May 1 year ago. May new home sales (300) up 136%, best month since Dec, 07.

• May median home price (\$450k) up 10% vs. May 1 year ago. This is the 9th straight month where the median price is higher than the same month 1 year ago.

• 10,100 homes on the OC market as of June 10th, with 2,300 of them priced at \$1M or higher.

50 Ideas on Using Twitter for Business

Brogan, President of New Marketing Labs, says "We really can't deny the fact that businesses are testing out Twitter as part of their steps into the social media landscape. You can say it's a stupid application, that no business gets done there, but there are too many of us (including me) that can disagree and point out business value".

Here's a snippet from his blog post [50 Ideas on Using Twitter for Business](#)

1. Twitter helps one organize great, instant meetups (tweetups).
2. Twitter works swell as an opinion poll.
3. Twitter can help direct people's attention to good things.
4. Twitter at events helps people build an instant "backchannel."
5. Twitter breaks news faster than other sources, often (especially if the news impacts online denizens).
6. Twitter gives businesses a glimpse at what status messaging can do for an organization. Remember presence in the 1990s?
7. Twitter brings great minds together, and gives you daily opportunities to learn (if you look for it, and/or if you follow the right folks).
8. Twitter gives your critics a forum, but that means you can study them.
9. Twitter helps with business development, if your prospects are online (mine are).
10. Twitter can augment customer service. (see above)

We here at Orange County Advertiser want to hear how you are using Twitter for your business, what is working and what isn't. Chime in!

Sponsors Love Us

"With the help of Welcome Express in introducing our family-owned store to new residents in the Irvine Community, our craft store owes a lot of gratitude to your company for the success of our business."

- Craft Store