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# LANSNER ON REAL ESTATE



By Jonathan Lansner and Jeff Collins

## Maximizing your Tweetups, Vegas-style

June 14th, 2009, 12:06 am · [View comments](#) · posted by **Jon Lansner**

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### SOCIAL SUNDAY



One valuable Twitter feature is its instantaneous pool of information. So, [SOCIAL sunday](#) asked PR person Rochelle Veturis (@rochelleveturis) of LPA architects in Irvine to mine the Twitter river for a haul of Best Bits!

Tweetups are more than a fun way to meet people on Twitter, they're a valuable tool for solidifying the relationships built on Twitter. A Tweetup is an in-person gathering of people from Twitter. Once you connect the dots with that face to face experience, they'll be an ally forever.

Say, you need a Twitter favor ... like a "retweet" — a repost of a tweet. Ask the tweeps you've met in person! It's almost a guarantee they'll help and spread the word to their extended networks.

People you meet at Tweetups value relationships, and are really good at them. Case in point: Scott Stratten's (@unmarketing) Monster Tweetup last weekend in Las Vegas. I met each of these Twitterers in person, and I'd like to introduce them to you!

- @Unmarketing, the King
- @ReporterHaley, the Sidekick
- @SarahRobinson, the Savvy One
- @RedHotCopy, the Birthday Girl
- @AllisonNazarian, the Queen of Cool
- @BenRoy, the Guy with the Great Name
- @Jameswedmore, the Young OCpreneur
- @BigHeadAsian, the Hilarious One
- @CoachChelsey, the Twitter Newbie
- @KyzleBuzzard, the Mastermind
- @jhaubein, the Sweet Houston Import
- @Amy\_Pave, the Best Friend
- @CouchSurfingOri, the Big Personality
- @CarlaYoung, the Mompreneur
- @raffale, the Vegas Local
- @jcsent, the Television Producer
- @MichaelDWalker, the Cirque Producer
- @theconstruct, the Admirer
- @ElizabethPW, the Flipper Queen
- @fleurdeleigh, the Photog


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 **ROCK 'N' BLUES FEST** [BUY](#)  
 Saturday, Aug 4, 8:00 pm  
 City National Grove of Anaheim, Anaheim

 **THE FAB FOUR / SURFIN' SAFARI** [BUY](#)  
 Saturday, Aug 4, 8:00 pm  
 Pacific Amphitheatre, Costa Mesa

4 Sat	5 Sun	6 Mon	7 Tue	8 Wed	9 Thu	10 Fri	All events
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And of course, the week's Top 6 articles mined exclusively from the Twittersverse: Army Reverses Policy to Allow Troops to Use Social Networking Sites <http://is.gd/100hu> via @leeodden

Newspapers Will Never Write About Your Story <http://bit.ly/F5VJl> via @journalistics

8 Ways to Create Paperless Business Cards <http://bit.ly/AoGoe> via @mashable

Anne Frank museum to display her actual diaries <http://viigo.im/Ru2> via @SunTimes

Boston Globe cartoonist Dan Wasserman reacts to 23% pay cut by cutting 23% of today's cartoon <http://tr.im/o3CJ> via @amhill

6 social media mistakes to avoid <http://bit.ly/mL09O> via @prsarahevans

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*Senorfro* says:

June 14, 2009 at 12:45 pm

Wish I had gone to Vegas!!!! Sounds like fun.

*Kyle Buzzard* says:

June 14, 2009 at 1:16 pm

Rochelle is amazing and each one of the people she mentions is an excellent resource. Twitter allowed me to attend a live networking event across the country in Las Vegas and I walked in with the same credibility that I have in Philadelphia Metro where I've been in business development for over 15 years. Used properly (e.g. to build relationship, NOT sell) Twitter and social media will be biggest game changer in business development since the launch of websites.

*Sandra* says:

June 14, 2009 at 4:52 pm

Love all the personal names. That is fantastic! Sounds like you had a great time in Vegas! Thanks for the info Rochelle!

*Hernan Valencia* says:

June 15, 2009 at 9:47 am

Thank you for including me Rochelle. I'm officially an admirer! Until next tweetup!

Wait, did you say you wanted to organize one over there? :)

*Rochelle Veturis* says:

June 15, 2009 at 9:34 pm

Thanks everyone! Perfectly said Kyle, "Used properly (e.g. to build relationship, NOT sell) Twitter and social media will be biggest game changers in business development since the launch of websites." I couldn't agree with you more.

I've been hearing great feedback on "The List." It's nice to have a list of tweeps all in one place. Since I didn't get to meet everyone there, feel free to add names to this post.

Hernan: You are welcome to come to Orange County any time! We have tweetups about once or twice a month — none as big as the Monster Vegas Tweetup though :)

#### Hot O.C. business news

- ▶ Amazon prepares to collect Calif. sales tax
- ▶ Easy to start businesses this summer
- ▶ Aaron Kushner named Register publisher
- ▶ Photos: Push-up bras among swimwear trends
- ▶ UCI iPad program enters third year
- ▶ Analysis: Where O.C. home shoppers pay the most
- ▶ Shoppers celebrate opening of San Clemente's new Ralphs
- ▶ O.C. new business openings continue slide
- ▶ U.S. hiring bounces back in July
- ▶ See \$60 million Malibu wine estate

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#### O.C. real estate news

- ▶ Marblehead Coastal bridge done, but road to opening remains long
- ▶ Analysis: Where O.C. home shoppers pay the most
- ▶ O.C. property values rose 2% in 2011
- ▶ Mortgage-rate dive halted ... at least for now
- ▶ Homebuying spree hits all corners of O.C.
- ▶ Sinatra's former N.Y. penthouse selling for \$7.7M
- ▶ Industry foresees first building gain in 5 years

#### Best bets

- ▶ G.U. Krueger
- ▶ Homes of 'Housewives'
- ▶ Luxury homes
- ▶ Vote in our polls!
- ▶ ZIP-by-ZIP analysis

#### Register housing blogs

- ▶ Huntington Homes
- ▶ Laguna Beach Homes
- ▶ Location Irvine
- ▶ Mortgage Insider
- ▶ South Coast Homes

#### Worth checking out

- ▶ Calculated Risk
- ▶ California Realtors
- ▶ Commercial property news (CoStar)
- ▶ Curbed LA
- ▶ DQ News
- ▶ Freddie Mac loan rates
- ▶ HousingTracker's O.C. angle

*mayhemstudios* says:

June 15, 2009 at 9:48 pm

Apparently, I wasn't important enough to be included on the list, tear :( @mayhemstudios

*Rochelle Veturis* says:

June 15, 2009 at 10:45 pm

I have an add on to the list: @mayhemstudios The Friendly Twitter Addict :)

*Allison Nazarian* says:

June 16, 2009 at 7:29 pm

What an awesome account of an amazing weekend! The only thing better than connecting with like-minded positive people through twitter is, as Rochelle writes, meeting them in person. Nothing like it! There will always be those people who don't "get" twitter or who ask "how do you make money on twitter?" and that's OK — the rest of us know how it works and how to build real relationships. Can't wait for our next epic tweetup!

*@TMcFeeley* says:

June 18, 2009 at 6:11 am

The Queen of Cool? She must be one dynamic, hot chick??!!

- ▶ Irvine Housing Blog
- ▶ Patrick.net
- ▶ Piggington
- ▶ Real Estalker
- ▶ WSJ Developments

**Did you miss?**

- ▶ Really? Vegas homes prices still off 60%
- ▶ Where O.C. homebuyers pay the most
- ▶ O.C. property values rose 2% in 2011
- ▶ Analyst: Euro won't kill Calif. housing
- ▶ Mortgage-rate dive halted — at least for now
- ▶ Homebuying spree hits all corners of O.C.
- ▶ Really? Frank Sinatra's former penthouse for sale
- ▶ Industry foresees first building gain in 5 years

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