

For Immediate Release



OCDesignerSource.com Announces Launch of Online Community for Artists, Designers and Craftsmen

Company Leverages Social Media to Create Online and Offline Networks

Yorba Linda, CA - September 3rd, 2009 – OCDesignerSource.com, an innovative online resource center offering world class artist creations and interior design industry marketing solutions for residential and commercial building and design professionals, today announced the launch of their new online network, the Community of Art and Design. This highly relevant and value-added forum is an Internet-based social network for the company's clients and partners, consumers, artists, craftsmen and other building and design industry professionals. This latest effort by OCDesignerSource.com founders and design experts, Michele Preston and Michele Weimann, is a strategic foray into social marketing that leverages the power of various social media tools like Twitter, Facebook and You Tube. The firm's new online Community of Art and Design allows both consumers and industry vendors to become a member by visiting www.designartnetwork.ning.com.

OCDesignerSource.com has experienced impressive growth in its first full year in operation and has attracted a growing number of world-class, award winning artists whose works are represented in their online Design Studio Center. The firm has also built a growing client portfolio of highly qualified design industry professionals, contractors, suppliers and craftsmen that are displayed in the Design Resource Center. The new online community offers these members a venue to build a professional profile, upload photos and videos of their work, post events, participate and contribute to forums and blogs and to engage in business networking. Members also share best practices and can find up-to-date marketing tools and information.

Michele Preston, cofounder of OCDesignerSource.com, expressed her excitement about the new network, stating, "Our online community has been very well received by our partners and guests. It was designed as a collaborative forum offering enhanced online presence for our members, in addition to marketing tools and advice. Our members can learn about innovative companies and new products, post completed design projects and artwork, discover new artists and collaborate on how to succeed in the art world, read articles on sustainability and more." Preston went on to say, "We have seen many of our members engaging each other, making new friends and networking with others who have common ideas, concerns and issues. We expect our online community to grow and grow; it was a fantastic next step for our company."

OCDesignerSource.com's founders have not stopped there. In addition to the new online forum, the firm produces a series of quarterly network events for face-to-face mingling. The events offer an opportunity to build new business contacts, linking world-class artists with area designers; and hear industry presenters focus on applying new ideas for more successful results. The premier event, hosted at The Kitchen Design Center showroom on August 15, 2009 in La Habra, California, treated guests to a well known building industry speaker discussing innovations in increasing sales and making a customer for life. Also presenting were Jeff and Amanda Zettel

of Homemade Design on how to think out of the box on what designers look for in a tradesman and on sourcing artwork for their client projects.

Michele Wiemann, cofounder of OCDesignerSource.com, stated, "Being self employed, primarily in small business settings, many of our partners can sometimes feel like they are 'going it alone.' We created our quarterly network party concept in the interest of bringing people together and to provide opportunities to meet other business owners with a lot of the same objectives and concerns. These events also offer a lifeline of new, innovative people to work with. We are seeing a genuine sense of teamwork and idea creation among our members who are conversing on their current projects and finding unique ways of working with each other."

About OCDesignerSource.com

OCDesignerSource.com was created to bring the best, most well qualified interior design professionals to the public by actively partnering with superior quality trades people, artists, and industry suppliers and consultants to enhance their local market presence with innovative, cost effective marketing solutions designed to help them succeed. We offer a unique way to expand their local marketing presence, enhance visibility of their offerings using both traditional and web-based marketing techniques; and respond to consumer project requests all at a significantly lower cost than traditional advertising mediums. Whether searching for a professional craftsman, unique interior design artists or consultation and project management, the OCDesignerSource.com community is the place to find it. For more information, please visit www.OCDesignerSource.com.

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