



JULY GENERAL MEETING AT DALLAS BEER KITCHEN

The July meeting will be a special treat and one you will not want to miss! It is an introduction to Social Media, with a special guest Mindy Rayer from Highway 2 Digital.

Social media can be overwhelming. But if you have the right tools and the right training, you'll get the hang of it in no time. Today, there are 2.2 billion people online, and social media is now the #1 activity of internet users. If you're not well-versed in social networks, you may be missing out on a huge opportunity to be connected.

Whether, you use social media for personal use (like keeping up with Vickery Place happenings), or as a business tool to reach your market, this presentation will help you cope with social media overload and confront sensationalized reporting.

Facebook – Has over 300 million active users. It isn't just for young kids – the fastest growing demographic is 35+.

LinkedIn – Presents a great opportunity to connect with prospects and find specific people or companies. It is search friendly – so you can use it to look up connections, post and search for jobs.

Jump-start your social media; the meeting begins with an overview of what social media is and why you should use it. We'll be introduced to the social media landscape and cover the top social networks where the everyday user and professionals should be active. We'll also hear about building business/generating business leads using social media.

By the end of the evening you should have a good idea of how consumers are creating and sharing content online and how you can be a part of it.

Join us Wednesday, July 22nd at 7pm at Dallas Beer Kitchen for this intro to social media!



TRASH BASH MUSIC STASH 2015

Litter clean-up walk, party bus, bands & prize raffles! Meet at the Truck Yard Saturday, July 18th, 10am. The first 100 volunteers receive a \$10 gift card & T-Shirt! Find out more & register at www.trashbashmusicstash.com

Next VPNA General Meeting
Wednesday, July 22nd, 7pm
Dallas Beer Kitchen
1802 Greenville Avenue

Bulk Trash
 Week of the 2nd Monday
Don't Set Out Trash Before:
 Thursday, July 9th
Pick Up Week July 13-17
Weekly Trash & Recycling Pick-up
 Every Monday



FINDING ROVER PROTECT YOUR PET THIS SUMMER

According to the City of Dallas, more dogs are lost on The Fourth of July than any other day of the year. Dallas Animal Services is asking pet owners to download the Finding Rover app and register their dogs now to help protect them in case they become lost any time of the year.

Jody Jones, Senior Program Manager for Dallas Animal Services says "If your pet is lost, the Finding Rover app can help find them much faster." The free Finding Rover app uses state of the art technology that enables anyone to instantly identify missing

dogs by simply taking or uploading a photo of the dog. The facial recognition technology has proven to be 98% successful. The app can be downloaded at: www.findingrover.com for free.

The City's announcement got us thinking about other ways to protect our pets, or find them when they are lost. Others of you are thinking about this too and posting to our NeighborsGo site and the Vickery Place facebook page.

There are several GPS Tracking Devices for pets that help track your dog or cat when it gets lost. For example, the Tagg Pet Tracking GPS collar. The GPS Pet Tracking Tagg alerts you when your dog gets out, then shows you their location on a map. This includes text and email alerts & an interactive GPS map. pettracker.com/Tagg-gps-pet-tracking

Pet Microchipping is another proven option. Microchipping is a simple procedure your veterinarian's office can perform. Pet microchips are tiny, about the size of a grain of rice, inserted just beneath your pet's skin between their shoulder blades.

"Inserting the microchip is quick and safe similar to a routine shot. A pet microchip uses a radio frequency known as RFID to transmit the ID number stored on the microchip to the scanning device that reads the pet's unique number and displays it. The facility that scans your pet can then enter the microchip number into the Universal Pet Microchip Lookup tool online at <http://www.petmicrochiplookup.org> to determine if your pet is registered and they will contact us directly so we can reunite you with your pet.

It is important to register this unique microchip number with your contact information so that you can be reached immediately 24 hours a day if your pet is lost or found." Learn more about microchipping at petkey.org/.



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WHITE ROCK LAKE DOG PARK

The newly renovated White Rock Lake Dog Park officially reopened Saturday, June 6, 2015. The 3-acre "off-leash" dog park, is located on the northwest side of White Rock Lake Park at the intersection of Mockingbird Lane and W. Lawther Drive. This doggy paradise boasts great views of the lake, trail, and wildflower areas. You and your pet will enjoy the wide variety of big and small K-9's that frequent this park, and most importantly you're only steps away from hiking, jogging, cycling or boating around Dallas' largest lake.

Courtesy of Dallas Parks & Recreation. Learn more at <http://www.dallasparcs.org/Facilities/Facility/Details/Mockingbird-Point-Dog-Park-358>



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VPNA YARD OF THE MONTH JULY 2015

5251 Vickery is this month's Yard of the Month. Surrounded by beds of dusty miller, native grasses, Coral Drift roses and sun begonia, it has been home to the Wilderman family since November, 2013. Sophia, the toddler, plays here on the wide front porch where Vickery Place 2015 Wine Walk participants have been guests.

Michael is a native New Yorker from Long Island. He is a former engineer with General Motors. Today he brings his engineering talents and passion for older homes to his company, Double Door Custom Homes. He built this house where he and



Ivette now live. Ivette is from Fort Worth. She and Michael met in Austin. Today she enjoys the neighborhood's charm and get-togethers with her friends when they walk together to nearby restaurants.

The flower beds were professionally planned with a good variety of easy-to-care-for plants and enough room for seasonal changes. Following the begonias, now blooming, will be mums in bright fall colors, just in time for Halloween.

One plant that may endure through the season changes, providing the temperatures don't drop too low, is dusty miller. Some of these plants have been known to grow for years. They are a staple in Texas gardens with their silvery leaves that work with any color, and the yellow daisy like blooms. Where did they get their name? Though it sounds so cowboy Texan the name actually reaches over the seas to England. The dustiness of the leaves, reminiscent of flour—and

the men who milled it—led to the nickname.

As with all Yard of the Month winners, the Wildermans will receive a \$50 gift certificate from North Haven Gardens. Congratulations!!!

~ submitted by Beautification Committee members Debbie Simurda & Mary Kay Henley

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