

the clutter coach



Name: Jennifer Hofmann

Age: 36

Twitter Name: inspiredjen

Occupation: Home office organizer

Description: Inspiring at-home entrepreneurs to better their workspaces – and make more money.

Voice: "Creativity needs open, unscheduled time to percolate. Work fewer hours ->get more ideas ->make more money!"

Sweet Tweet: "Lovely peeps, no offense, and I'm not joining Mafia families, spy rings, or wondering what flavor ice cream I am."

TMI Tweet: I hear ya. No such thing as a weird butt - just badly designed chairs. :) Save your receipt!

Range: "Twitter is the simplest, most elegant way to connect with people - better than any other social media platform. If you only tweet about yourself, you're missing the really good stuff!"

the beer dude



Name: James Erickson

Age: 34

Twitter Name: beercast

Occupation: Self-proclaimed drinker with a marketing problem, ad agency owner and small business consultant

Description: Getting us thinking about a brew at 9 a.m. by sharing constant links to beer news.

Voice: "Drink Beer, Win a Trip to Space [with link]."

Sweet Tweet: "Why run 26 miles? The beer at the end, for some [with link]."

Stretching it Tweet: Zac Efron: Beer Run [with link].

Range: "I tweet to spread the word for our podcast, and to help people create a connection with myself and my Beercast partner Jerry Jones."

the pastor



Name: Greg Johnson

Age: 48

Twitter Name: PastorGreg

Occupation: Pastor of Loving God Fellowship

Description: Parsing out inspiring quotes and advice, one tweet at a time.

Voice: "The church is an organism, not an organization; a movement, not a monument. -- Chuck Colson"

Sweet Tweet: "It is better to be faithful than famous. -- Theodore Roosevelt"

Habitat / Nesting: None, his audience is all of Christianity.

TMI Tweet: None. Duh, he's a pastor!

Range: "I have met some great people on twitter and learn a lot from the messages and links that are posted. I also follow causes that I'm interested in and various news sources."

the web guru



Name: Rob McGuire

Age: 36

Twitter Name: robmcquire

Occupation: Freelance web savant and Search Engine Optimization expert

Description: Salem's Top Tweeter

Voice: "Is your script misbehaving?"

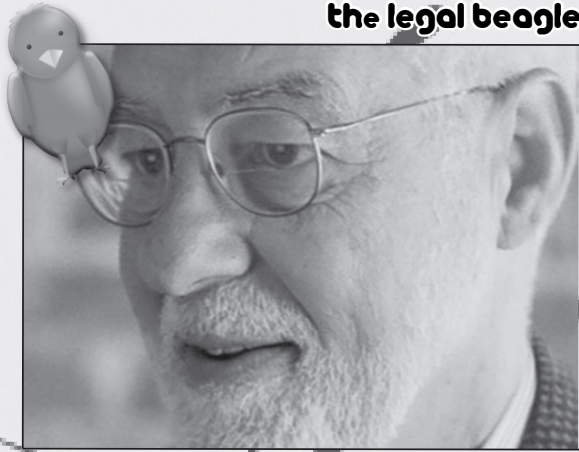
Sweet Tweet: "I think the local Salem Mac Users Group has the perfect acronym."

Habitat / Nesting: My favorite cat that doesn't live in the house has healed up nicely. He has two eyes again.

TMI Tweet: You're right about the dishes. I have a pile waiting for me in my kitchen and apparently I don't want to do a single one!

Range: "I tweet mainly to keep in contact with others on Twitter as well as sharing information that I feel is useful or interesting!"

the legal beagle



Name: Ross Runkel **Age:** 70
Twitter Name: Ross Runkel
Occupation: Editor of LawMemo, Inc.
Description: One stop shopkeeper for great links to employment law news.
Voice: Lawyers Warn Employers Against Giving Glowing Reviews on LinkedIn [with link].
Sweet Tweet: Bullying in the workplace - victim, friend, bystander [with link].
Habitat / Nesting: Pan-American.
TMI Tweet: If they have Saran Wrap in Heaven, I'm not going.
Why I Tweet: "My business is online publishing of legal information for employment lawyers, and Twitter allows me to be in constant contact with them and others in the human resources field."

the local lolcats



Name: Gus and Penny (cats owned by Kimberley Nixon)
Twitter Name: gusandpenny
Occupation: Being catty
Description: Owners are the creators of Tweetingcatdoor.com, a kind of Big Brother for indoor/outdoor cats.
Voice: "Penny is out to sniff catnip."
Sweet Tweet: "Gus is in to vomit in owner's shoes."
TMI Tweet: Gus is in to lick his ***.
Range: The cats did not deign to respond to Salem Monthly's request for interview. These furballs must be busy because they sometimes knock Mr. McGuire off the #1 spot.

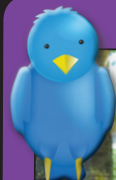
the game master



?????????

Name: Zachary Teuscher
Age: 32
Twitter Name: INFECTEDB503
Occupation: Founder and Editor-in-Chief of EvolvedGaming.com, an independent gaming website
Description: Talking recreational video gaming as seriously as it deserves.
Voice: "Guitar Hero WT bundle for \$90 at Gamestop today! Is it worth it though?"
Sweet Tweet: "Seems I'm just the nice guy everyone takes advantage of... Not what you want to be in life! Just can't see changing though!"
Habitat / Nesting: New donut shop by work i was unaware off? somewhere in Salem crime is being committed [with link to pic of two kissing cop cars].
TMI Tweet: Crap! phone battery died in middle of night and that means no alarm! almost slept all day long!
Range: "I mainly use twitter for interaction between myself and my video game playing friends. While online we have services like Xbox Live, PlayStation Network, Steam, etc... to communicate with and see what each other are playing but when at work or on a trip those services are not available on mobile phones."

the cottage industry



Name: Janell Mooney **Age:** 28
Twitter Name: dancingmooney
Occupation: Jewelry artist / soap maker
Description: Enticing Tweeps to her eye-popping, artful web page with photos of soap so tasty you could eat them.
Voice: "Arm is too tired for sanding today. How does one teach the left hand to do what the right does?"
Sweet Tweet: "I've successfully managed to waste my entire day at Mahalo.com ... Oy!"
Habitat / Nesting: Going for tacos at La Perla tonight... Yay! THE best tacos in Salem.
Range: "I tweet to network with other artists and crafters online. It's given me the opportunity to reach out to a market of customers and friends - that is so much easier than having a Myspace or Facebook page."



Name: Jennifer Bailey, for Oregon Emergency Management , who got on Twitter with the help of OEM intern Matt Olson **Age:** 51
Twitter Name: Baileyjn
Occupation: Public Affairs Coordinator
Description: Keeps Oregonians abreast of breaking catastrophe news. Inspiring daily bouts of Doomsday panic attacks.
Voice: "Oregon blasted with 24,000 bolts of lightning - Dept. of Forestry article [with link]."
Sweet Tweet: "Earthquakes are not seasonal. They can happen anytime."
Doomtastic Tweet: 72 - Do you? Have a 72 hour emergency kit? Get with the program!
Range: "During an emergency, we use Twitter to get vital life saving messages to people affected by the disaster. During non-event time, we use Twitter to educate the public on disasters, mitigation, how to survive, preparedness issues, etc."

the mommy tweeter



Name: Kesha Thomas **Age:** 24
Occupation: Mommy/Etsy shop owner/baby clothes designer
Description: Tweets about the discomforts of late pregnancy.
Voice: "I probably had a total of about 4-5 hours of sleep. I hope I can keep up my mom duties on this lack of fuel."
Sweet Tweet: "God is oh so good! I know baby will come in His time, Lets hope His time is Thursday! Please Lord, let me be dilated today! (sorry men)."
Habitat / Nesting: RT @eatsalem: Tell Trader Joe's you want one in Salem, Oregon.
TMI Tweet: Going to attempt a nap ;-) Hope my water breaks and wakes me up!!!
Range: "I enjoy the light relief it brings when I write a tweet. I got on it to communicate with my husband while he's at work, but I've learned that it is also a very helpful tool for business networking."