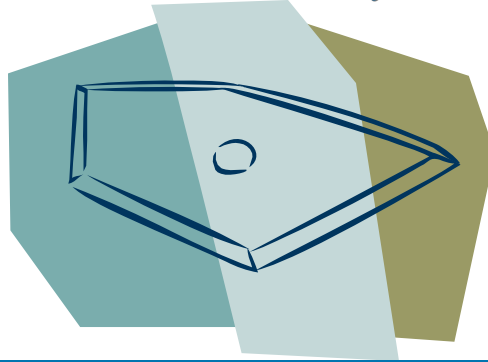




“WAY OFF BASE”

Presented by
Matt Mosler
Co-Host
KARK 4 Today



Do you remember playing tag when you were kids?

Not too long ago I sat in my truck outside my daughter's school and watched a bunch of kids playing tag. They were running and sliding and dodging and squealing with joy! Lord, the energy. But even those kids with all their youthful exuberance needed a break after a while and where did they go? Base.

Yeah, base. What a great place. They were safe on base. They were untouchable on base. If they stayed on base they would never have to run again or get tired or thirsty or be “it!” Why on earth would they ever want to leave a place like that? But they did. And their smiles returned.

Somewhere between then and now we've lost the purpose of base. Base was never meant to be our home. Base was only supposed to be the place where we got recharged, renewed, revitalized so that we could get back in the game and enjoy the life we were created to live.

But letting go is tough, isn't it? Some of us have been on base for so long we've either forgotten how to let go or we're too

afraid. But unless and until we do, we will never again revel in the joyful, purposeful, and abundant life God created us to live.

Matt Mosler is a syndicated columnist, speaker, singer, as well as, a television and radio personality. He is the director of Beautiful Feet, Inc. a lay ministry intended to inspire, encourage and motivate others to fulfill their ministry by becoming all God created them to be.

Matt is the co-host of Arkansas' fastest growing TV morning show, KARK 4 Today, which can be seen from 5-7am. In his 20-year television career, Matt has flown with the Navy's Blue Angels, appeared on the Today Show with Willard Scott, and won more than \$8,000 in prizes as a contestant on the Wheel of Fortune.

Matt speaks and sings more than 150 times a year conducting revivals, retreats, wild game suppers and concerts for churches, schools, corporations and civic groups. He has recorded two CD's, has completed one book and is at work on another.

Matt has been married to Camille since 1989. God has blessed them with three wonderful children: Travis, Madison and Rebecca. They make their home in Sherwood, Arkansas.

Mark your calendars and make plans to attend. This would be a great meeting for your sales team. Invite a guest or two to join you during the “By Invitation Only Open House” Reception and the May 11th meeting.

Dinner Meeting
May 11, 2010
The Little Rock Club

5:30—6:30
“By Invitation Only
Open House”
(Fun Interactive
Activity Planned)

6:30—8:00
Dinner and Program

Door Prizes will
be given away!

The way you position yourself
at the beginning of a
relationship has profound
impact on
where you end up.

Source: SalesMarks.com

Bring a Friend or Associate to the May meeting and introduce them to SMEI Arkansas!
Reservations must be made no later than Friday, May 7th by calling 425-7781.

2009-2010

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Director of Sales
Wyndham Riverfront

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Doug Voss
UCA

Jeanie Reed
Executive Director

Dear SMEI-Arkansas Members:

I can't believe that my year as president of the Arkansas Chapter of SMEI is already winding down! Wow – time flies!

Help me welcome summer by walking with my team for the American Diabetes Association on Saturday, May 8th at Murray Park! I am putting together a team of friends and business contacts to walk, and I would love to have any of you walking with me on my team. Breakfast and lunch will be provided, as well as a health fair. There is no cost – we just ask that you try to raise a few dollars for Diabetes research. If you would like to register, please send me an email and I will forward the link to you.



I was unable to attend the April meeting due to my daughter's softball schedule (kids trump everything else!) but I heard really good comments about the presentation from Mr. Passileigue. I know I am grateful for any scholarship opportunities that will help my daughter attend college!

Our next SMEI Networking Lunch is May 19th from 11:45—1:00 p.m. at the Wyndham Riverfront. These lunches are held to give members who are not able to attend the regular monthly dinner meetings another venue to network and share ideas with other SMEI-AR members and their guests. We meet in a private meeting room close to the restaurant and go thru the buffet. Bring your business cards and promotional materials!

Mark your calendars for our regular May meeting – Tuesday, May 11th at the Little Rock Club! Our speaker will be Matt Mosler, Co-Host of KARK 4 Today, and he will be speaking on “Way Off Base”. Matt always gives great, motivational presentations.

We are also hosting the “By Invitation Only” SMEI-AR Open House during the Networking/Social Hour before the May meeting, and I would like to encourage you to invite a guest or two to attend this special Open House. There are more details in this newsletter.

I welcome any ideas or suggestions you might have as ways to help promote SMEI to potential new members.

Happy Selling!

A handwritten signature in black ink that reads "Jeananne Hawking". The signature is fluid and cursive.

Jeananne Hawking
President, SMEI-Arkansas

**Remember
Mom on**

Mother's Day

May 9, 2010



CALENDAR OF EVENTS

May 11, 2010
Dinner Meeting
 5:30—8:00 p.m.
 The Little Rock Club
Speaker: Matt Mosler, Co-Host
KARK 4 Today
Topic: “Way Off Base”
 The 2011-2012 Board will be voted on during this meeting.

May 19, 2010
Networking Lunch
 11:45 a.m.—1:00 p.m.
 Arkansas Diamond Room
 Wyndham Riverfront
 Lunch is on your own!

June 8, 2010
Dinner Meeting
 5:30—8:00 p.m.
 The Little Rock Club
Speaker: Maria Haley, Executive Director—Arkansas Economic Development Commission
Topic: TBA

June 16, 2010
Networking Lunch
 11:45 a.m.—1:00 p.m.
 Arkansas Diamond Room
 Wyndham Riverfront
 Lunch is on your own!

July 21, 2010
SMEI-AR Networking Lunch
(Will take the place of regular meeting)
 11:30 a.m.—1:00 p.m.
 The Little Rock Club
Speaker: TBA

August 18, 2010
SMEI-AR Networking Lunch
(Will take the place of regular meeting)
 11:30 a.m. - 1:00 p.m.
 Wyndham Riverfront
Speaker: TBA
Topic: TBA

September 16, 2010
43rd Top Manager of the Year
Roast and Toast
 6:30—9:00 p.m.
Location: Wyndham Riverfront Ballroom
Recipient: Dale Nicholson, President and General Manager—KATV

October 12, 2010
Dinner Meeting
 5:30—8:00 p.m.
 The Little Rock Club
Speaker: Bob Birch, Regional President, Centennial Bank
Topic: TBA

November 9, 2010
Dinner Meeting
 5:30—8:00 p.m.
 The Little Rock Club
Speaker: Ben Combs, President and CEO—Combs and Company
Topic: “The Boldness of the Brand”

December 14, 2010
Annual Christmas Party and Silent Auction
 6:30 p.m.—9:00 p.m.
 The Little Rock Club
Entertainment: TBA
“White Elephant Gift Exchange”
Toys for Tots Collection

January 11, 2011
Dinner Meeting
 The Little Rock Club
 5:30—8:00 p.m.
Speaker: TBA
Topic: TBA

February 8, 2011
Dinner Meeting
 The Little Rock Club
 5:30—8:00 p.m.
Speaker: TBA
Topic: TBA

Our plans are to provide quality programs for our membership. If you have a specific topic or speaker you would like to hear at one of our meetings, please contact Jeanie Reed at 834-0511 or 425-7781 or email arkansas@smei.org.

June Copy Deadline is May 15, 2010

The SMEI Arkansas-Trends is published monthly by the Sales & Marketing Executives International Arkansas.

ARTICLES FOR PUBLICATION and ADVERTISING INQUIRIES should be directed to Jeanie Reed, Executive Director, SMEI-AR, P.O. Box 6917, Sherwood, AR 72120, phone 501-425-7781 or email arkansas@smei.org.

SMEI Arkansas is an affiliate of SME-International.



Ten Commandments Conducting Meetings

1. Thou shalt not meet if the matter can be resolved by other means
2. Thou shalt make purpose known to those thou summonest
3. Thou shalt summon only those whose presence is needful
4. Thou shalt start at the time announced
5. Thou shalt not run beyond
6. Thou shalt not wander to other topics
7. Prepare thy thoughts that the minutes not be wasted
8. Schedule not in haste for the day is brief
9. Thou shouldst combine into one those which need not be separated
10. Fear not to cancel if the need disappears



For more information about becoming a Certified Marketing or Sales Professional, visit the “Certification” page on the SMEI website at www.smei.org.

GET CERTIFIED AND GET AHEAD!



May Birthdays

Jason Burt	5/5
Jeff Ross	5/11
Denise Henderson	5/12
Phil Bartos	5/18
Doug Voss	5/20
Ken Haycock	5/30

CORPORATE SPONSOR

Friend of SMEI-AR



mystrategystore.com
a unique shopping experience

Please consider our sponsors the next time
 you need their services.

MAKE YOUR MEMBERSHIP A CORPORATE SPONSORSHIP...AND EXPERIENCE GREAT BENEFITS! NOW AVAILABLE AT SMEI-AR

While conventional media advertising loses its effectiveness, smart marketers are turning to alternative means of reaching customers. Corporate involvement in a professional association, when properly executed, has the power to strengthen a brand, build customer loyalty and increase sales and service revenues, while at the same time supporting those values and activities a community cherishes.

SMEI-AR's Corporate Sponsor program is an excellent way for your business to align with the principles and ethics of a worldwide and centrally located association for sales and marketing, made up of an above average representation of individual professional members.

Not only does your Corporate Sponsorship create a marketing win for your organization, it positions your company among a corporate group that supports ethical practices in sales and marketing by promoting the principles of SMEI-AR. Your company's Corporate Sponsorship directly contributes to the association's mission while giving you many direct benefits. Corporate involvement shows that your company believes a high standard in the sales and marketing profession is important. Available Sponsorship Levels are:

- Platinum - \$2,500**
- Gold—\$2,000**
- Silver—\$1,500**
- Bronze—\$1,000**
- Friend of SMEI-AR—\$500**

Each sponsorship level is for one year and includes membership. See a Corporate Sponsor Donation form at the end of the newsletter for full details and all benefits of each level.

If you choose to invest in a Corporate Sponsorship now and your membership is not due for a few months, you will begin receiving the benefits for your chosen level the day you sign up and they will continue for one year from your next actual renewal date. Now that is a DEAL!

By Invitation Only
Membership Campaign



Sales and Marketing Professionals open the door to a new world of opportunity and achievement. Passion! For the Profession!

An SMEI-AR membership can give sales and marketing professionals the knowledge and connections that will elevate them to the top of their industry. SMEI-AR is hosting a **"By Invitation Only" Open House** on Tuesday, May 11th before our regular monthly meeting. We would like to encourage each SMEI-AR member to invite someone to join you at this special Open House to learn how an exclusive SMEI-AR membership can benefit them. Special "By Invitation Only" invitations are available through SMEI-AR. If you would like to invite a guest or two using the special invitation below, just email Jeanie Reed at arkansas@smei.org and some invitations will be sent to you for your use. Ask them to RSVP by email to arkansas.org or call 425-7781 no later than Friday, May 7th. As the SMEI-AR membership grows, so does the value of your own membership. Thank you for helping us introduce sales and marketing professionals to our 70 year old association!

By Invitation Only

*Sales & Marketing Professionals
 open the door to a new world
 of opportunity and achievement.*



From SMEI Member:

An SMEI Membership can give you the knowledge and connections that will elevate you to the top of your industry.

Att: \$0.28 postage for USA Domestic

You're invited to join me at a special open house to learn how an exclusive SMEI membership can benefit you.

Date: _____

Time: _____

Location: _____

To: _____

Please RSVP:

Phone: _____

Email: _____

SMEI is the worldwide professional association for sales & marketing. Visit www.smei.org for information.



SMEI DIRECTOR'S CORNER



In closing, just think of all the FADS you have been involved in. Ever camp out around Christmas for the latest thing for your kids? This marketing makes the Local and National news (for free) every year. To me, that is a HUGE statement for the power of effective marketing. Whether it is the BEST product or service on the planet or a FAD. Now, isn't marketing just Fabulous??

Wayne "Oz" Richie

Wayne Richie
SMEI International Board Member

“From FAD to Forward????”

“GREETINGS” all you wonderful SMEI Arkansas professionals. I can't believe the days are now in the 80's. Feels great. I also can't believe my silver Honda is now lime green. What's up with this? The highest pollen count in a zillion years. That was even before I was born and that's OLD!!! ☺ NOW, I must tell you all that this newsletter is WAY tardy. Jeanie has been tolerant of me and the delivery of my letters to her each month, but I will move quietly next time I see her. Jeanie, love ya' girl!

Question????? What does the Mood Ring, Pet Rock, Chia Pet, Cabbage Patch Dolls, Tickle Me Elmo, Beanie Babies, the Clapper (laughing out loud on that one), Ginsu Knives and the Veg O' Matic have in common? The all are “FAD” products. Webster says; FAD, noun, A fashion that is taken up with great enthusiasm for a brief period of time. Hummmmmmm, focus on the word fashion here. Remember leisure suits, bellbottom pants, platform shoes even with goldfish in them and BIG HAIR? Remember the FAD dances, Disco Duck, YMCA, Break Dancing (yep, I actually took Break Dance classes!!! No kidding) and the Achy Breaky? Many of you are smiling now aren't you??

They were all fads. Fads continue today, tomorrow and will continue far into the future. It is just part of our culture. Now, what do all FADS need to become a FAD and continue for a “brief period of time”?? Marketing! Just think of all the millions of \$\$ spent on FAD ads during the Super Bowl. Here today, gone tomorrow. Like the .com industry ads. People remember the cool ad but forget who it was from. We all are consumers and manufacturers of FADS.

I have heard some “noise” running around SMEI Arkansas lately that we are more of a marketing organization than sales. No truth to that. Yes, marketing is important to sales and it actually drives it. Just like FADS. We all have seen the products I mentioned above to “SELL LIKE CRAZY” for Millions of \$\$\$ just because of marketing them. I still remember the slogans, “cha cha chia”. We all have seen wonderful products and services die on the vine and far inferior products and services to thrive. Hummmmmmm, what can we learn by that? Marketing drives sales. We build trust, relationships and confidence through marketing our product, service and ourselves. This then equates to a sale. Actually a sale could be considered the by product of marketing.

Gerald Dukes Named Best Salesman at April Meeting



Wayne Richie conducted a fun and interactive activity during the Networking/Social Hour. Each member was asked to do their best job of selling something on them or in their possession to other members in the group. Each member was also asked to choose the best salesperson of the night. There was a lot of chatter, professional sales pitches and fun going on in the room. When it came down to the vote, Gerald Dukes, owner of MYSTRATEGYSTORE.COM was named “Best Salesperson” of the evening. Gerald did an outstanding job selling his Magic Johnson Custom Made suit, which was sent to him personally from Magic Johnson. Gerald met Mr. Johnson on a trip and told him that he really liked his suit and in a few days, a Magic Johnson Signature Suit arrived at Gerald's door and all he had to do was get it tailored to fit. Gerald's selling technique included a great personality, describing the suit and showing all the special features inside and out. He could have sold the suit to any man in that room if it was really for sale.

Congratulations, Gerald!

10 Tips for Better Collaboration... Together Everybody Achieves More

By Samantha Hartley

I've just returned from the invitation-only Infoguru Summit, a collection of experts interviewed by Robert Middleton of Action Plan Marketing. He generously assembled us all to see if there were collaborative opportunities among us.

Why collaboration? As I wrote this week on my blog, [solopreneurs tend to isolate themselves](#) and try to do things alone. That's not nearly as effective as combining talents, resources and contacts. Like the old acronym T.E.A.M. says, "Together Everybody Achieves More."

Over three days we learned about each other's businesses and looked for connections. I'm excited about the possibilities, and I wanted to share a few tips you can use to find partners for your own business.

1. Find the "sweet spots" of collaboration. Collaboration expert Kare Anderson, our facilitator, defined sweet spots as shared markets and noncompeting topics. One example would be a life coach who helped high-powered executives and a business coach who worked with the same target but on their business instead of personal challenges.

2. Be clear and concise about what you do. If someone can't grasp your offer in 30 seconds or less, they're unlikely to partner with you. (This was hard, even for marketing experts.)

3. Remember WIIFM. When listening to you, a potential partner is thinking, "What's in it for me (WIIFM) and my community?" Don't make them do mental gymnastics; just say what you think the benefits would be. And no, it is never obvious.

4. Prepare your best success stories. Everyone is looking to help their clients, and detailed but succinct stories demonstrate your best work in action. (Hint: keep track of these on an ongoing basis, so you're always ready to go with them.)

5. For goodness' sake, no selling! Why try to sell to a group of 20 when you can access the thousands that lie beyond them in the form of clients, customers, subscribers and communities?

6. Everything - and I mean everything! - communicates, so put your best foot forward. At our event I saw knockout outfits, cool gadgets and books written by participants! I also overheard a price-conscious soul asking if our host was picking up the tab for dinner (awkward!) Every story we hear, every meeting someone is late for, every brilliant idea or rambling anecdote sends a message to potential partners about whether or not to trust you with their clients.

7. Join forces to offer value. One guy described a joint venture he organized that reached 850,000 subscribers when several big partners got together. That's impressive, but putting a few smaller partners together to reach 10,000 is effective, too. That's the power of partnership. If you're small and think the big guys wouldn't partner with you, find several little guys.



8. Create personal as well as professional bonds. Even though we attended for business reasons, everyone left with new friends. Collaborations with a strong personal connection will go deeper and profit more. I don't have the numbers to back that up, but it sure feels more enlightened.

9. Stand out by sharing compelling business ideas. At lunch on the last day, one participant shared in detail with a few of us, how he had doubled his subscriber list in the past year - twice. I was floored by how fully he described the strategy, including drawing a diagram and giving statistics. Several times over the weekend similar secrets were unselfishly revealed, and we learned who in the group had what kind of expertise.

10. Follow up. One gal shared that she had attended a similar event just a few months ago, made strong connections but never followed up with any of them! She got swallowed up the moment she returned to her business. So, if it's important to you, take the lead by following up.

Enlightened Marketing is about working in the highest interest of all concerned, and collaboration helps us all do more good for more people.

Who have you been wanting to reach out to?

~~~~~  
*About the author:*

*"By Samantha Hartley of Enlightened Marketing. For effective marketing strategies that align with your values visit <http://www.enlightenedmarketing.com/>."*

**Sticks and Stones May  
Break My Bones,  
But "NO" Can Never Hurt me!**

*Source: Go for No! by Richard Fenton & Andrea Waltz  
[www.goforno.com](http://www.goforno.com)*

April Meeting  
Guest Speaker  
Ernie Passailaigue  
*Executive Director  
Arkansas Scholarship  
Lottery*



Make plans to attend  
the May 11th  
meeting featuring  
Matt Mosler and the  
election of the  
2010-2011  
SMEI-AR  
Board of Directors!



The only association in Arkansas for Sales and Marketing Professionals since 1940.

# Annual Corporate Sponsor Form



Name \_\_\_\_\_ Signature \_\_\_\_\_
Company \_\_\_\_\_
Address \_\_\_\_\_
City, State, Zip \_\_\_\_\_
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Name as you would like it to appear for recognition purposes: \_\_\_\_\_

Ad/Logo Requested: Yes \_\_\_ No \_\_\_ (Please email company logo and ad, if applicable, in .jpg, .tif, .pdf or .esp format to Jeanie Reed at arkansas@smei.org.)

While conventional media advertising loses its effectiveness, smart marketers are turning to alternative means of reaching customers. Corporate involvement in a professional association, when properly executed, has the power to strengthen a brand, build customer loyalty and increase sales and service revenues, while at the same time supporting those values and activities a community cherishes.

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## CORPORATE SPONSORSHIP OPPORTUNITIES

(Please check appropriate Corporate Sponsor Level for confirmation. Thank you for supporting SMEI-Arkansas)

### PLATINUM SPONSOR - \$2,500

- ◆ One year SMEI-AR membership (normal cost \$395.00)
◆ Link to your company website for 12 months on the SMEI-AR website located on SME International's website
◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
◆ Full page color ad for 12 months in the TRENDS monthly newsletter
◆ Sponsorship of one monthly meeting—entitles you to promote your company to the members and guests and distribute promotional materials
◆ Opportunity to book a speaker from your company to make a educational presentation at one monthly meeting
◆ Logo placement for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"
◆ Six tickets to "Top Manager of the Year" event (normal cost \$750)

### GOLD SPONSOR - \$2,000

- ◆ One year SMEI-AR membership (normal cost \$395.00)
◆ Link to your company website for 12 months on the SMEI-AR website located on SME International's website
◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
◆ 1/2 page color ad for 12 months in the TRENDS monthly newsletter
◆ Logo placement for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"
◆ Four tickets to "Top Manager of the Year" event (normal cost \$500)

### SILVER SPONSOR - \$1,500

- ◆ One year SMEI-AR membership (normal cost \$395.00)
◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
◆ 1/4 page color ad for 12 months in the TRENDS monthly newsletter
◆ Logo placement for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"
◆ Two tickets to "Top Manager of the Year" event (normal cost \$250)

### BRONZE SPONSOR - \$1,000

- ◆ One year SMEI-AR membership (normal cost \$395.00)
◆ Company logo placed in SMEI-AR's TRENDS newsletter for 12 months
◆ 1/8 page color ad for 12 months in the TRENDS monthly newsletter
◆ Company name recognition for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"

### FRIEND OF SMEI-AR - \$500

- ◆ One year SMEI-AR membership (normal cost \$395)
◆ Company name placed in TRENDS newsletter for 12 months
◆ Company name recognition for 12 months on all printed materials and communications including special events such as "Top Manager of the Year"



## PAYMENT

### CHECK PAYMENT

Enclosed is my check in the amount of \$\_\_\_\_\_ made payable to: SMEI-Arkansas, P.O. Box 6917, Sherwood, AR 72120.

### CREDIT CARD PAYMENT - PLEASE CHECK APPROPRIATE BOXES!

Debit Card  Credit Card - Amount \$\_\_\_\_\_

VISA  Mastercard  American Express

Credit card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ 3-digit CVV code \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature of cardholder: \_\_\_\_\_

Fax form to: Jeanie Reed at 501-834-0511.
For more details call 501-425-7781.
Visit our website at www.smeiarkansas.org.

Thank you for your support!