

## SMEI-AR “Team Appreciation Luncheon”

What is a team player?

Someone who knows  
the magic of teamwork.

Someone who believes  
in dreaming  
as well as doing.

Someone who sees what  
needs to be done  
and does it.

~~~~~

Show your appreciation to  
your team players!

## SMEI-AR to Host the “Annual Team Appreciation Luncheon” for Your Sales, Marketing and Office Team Members



**Thursday, July 9, 2009**

(Note date change!)

**11:30 a.m.—1:00 p.m.  
at The Little Rock Club**



**Guest Speaker:  
Matt Mosler  
Co-Host  
KARK 4 Today**

**Costs: \$20.00**

**RSVP no later than Monday, July 6th  
by calling 425-7781 or  
email: [info@smei-arkansas.org](mailto:info@smei-arkansas.org)**

The “*Team Appreciation Luncheon*” is a great opportunity for you to bring your top sales, marketing and office team members to introduce them, recognize them and show your appreciation for their hard work and dedication.

Give a little something back to your team members by inviting them to attend.

A small gift will be given to each recognized team member.

The luncheon is open to the public, so if you know of someone who might be interested in recognizing their top team members, please let them know about SMEI-AR’s “Annual Team Appreciation Luncheon” and invite them to attend.

***“There’s nothing greater in the world than when somebody on the team does something good, and everybody gathers around to pat him/her on the back.”***

*Billy Martin*

# SMEI Arkansas

**2009-2010**

**President**

**Jeananne Hawking**  
Senior Sales Manager  
Crowne Plaza Little Rock

**VP of Programs/President –Elect**

**Jim Hyden**

Member Manager  
Hyden, Miron & Foster, PLLC

**VP of Membership**

**Mary Jane Sawyer**  
Marketing Consultant

**VP of Marketing/Public Relations**

**Jeff Ross, President**  
Showhomes

**VP of Education**

**Robby Matthews**

New Media Marketing Freelancer-  
RMC

**VP-At-Large/Secretary**

**Kelly Davenport**

Business Development Manager  
Cross, Gunter, Witherspoon & Galchus

**VP of Finance/Treasurer**

**Don Smith, Managing Partner**

Thomas and Thomas, LLC

**Chairman of the Board**

**Sherri Jones, Executive Director**

Metro Little Rock  
American Cancer Society

**DIRECTORS**

**Sydney Gilbert**

Wells Fargo Advisors

**Jan Grimsley**

Archway Graphic & Designs /  
Razor Wrap

**Gareth Hughes**

The Hatcher Agency

**Austin Pittman**

Bedford Camera & Video

**Wayne Richie**

Unleashed Innovations, Inc.

**Chip Taulbee**

Arkansas Business Publishing Group

**Doug Voss**

UCA

**Jeanie Reed**

Executive Director

## FROM THE PRESIDENT.....

Dear SMEI-Arkansas Members:

First, let me say how honored and excited I am to be serving as your new President of the Arkansas Chapter of SMEI for 2009-2010. I have been a member of SMEI Arkansas on and off since 2002, and I am thankful that I now work for a company that supports me being involved in this organization – thank you Crowne Plaza Little Rock!

I want to thank Mandy Kelley and the Officers and Directors of the Board for a great 2008-2009. Your Officers and Directors do an outstanding job and dedicate a lot of time to ensuring the success of SMEI Arkansas.

Our June meeting on the 16<sup>th</sup> was terrific. I think we learned a lot about the “Top 10 Things You Should Know About Online Marketing”. I would like to thank Megan Knight with FLEX360 for her excellent program.

I hope you can all attend our “Annual Team Appreciation Luncheon” scheduled for Thursday, July 9<sup>th</sup> at The Little Rock Club featuring Matt Mosler, Co-Host of KARK 4 Today as our guest speaker! Those of you who attended the DSMA Awards in March were able to hear Matt as the Emcee and remember how he had the crowd in stitches! He is an awesome speaker, and we are lucky to have him coming back in July. Try to bring some of your support staff – the people who work really hard but don’t always get the recognition they deserve!

I am looking forward to working with each and every one of you. I welcome suggestions, new ideas, and I am open to changing things that need to be changed. Please know that your Officers and Directors want to ensure the success of SMEI Arkansas. The best way we can all help is to make a commitment to be involved, attend the monthly meetings as best as you can and invite potential members to come and be a part of the group and see what the organization can do for them.

Thank you for your support, and I am looking forward to getting to know each of you as the new SMEI Arkansas year kicks off!

Much success always,



Jeananne Hawking  
President, SMEI-Arkansas

**BE SAFE, HAVE FUN AND  
BE THANKFUL  
FOR YOUR**

**FREEDOM!!**



# CALENDAR OF EVENTS

July 9, 2009

Team Appreciation Luncheon  
The Little Rock Club  
11:30 a.m.—1:00 p.m.  
Speaker: Matt Mosler, Co-Host  
KARK 4 Today  
Treat your team members to lunch  
and show your appreciation.

August 11, 2009

Dinner Meeting  
The Little Rock Club  
5:30—8:00 p.m.  
Speaker: Ernie Passailaigue,  
Executive Director—Arkansas  
Scholarship Lottery  
Topic: The Lottery

September 8, 2009

Dinner Meeting  
The Little Rock Club  
5:30—8:00 p.m.  
Speaker: Bob Hamilton,  
President—XMC-Xerox  
Topic: TBA

**FREE Mini-Workshop**

5:30 p.m. - 6:00 p.m.  
Topic: ""Best Ideas  
Discussion: How To Say 'Thank  
You' To Your Clients"

October 6, 2009

42nd Top Manager of the Year  
Roast and Toast  
6:30—9:00 p.m.  
Embassy Suites Hotel  
Honoree: Elizabeth Small,  
President and CEO—  
PDC Companies  
Emcee: Jay Chesshir, CCE,  
President and CEO—LR Regional  
Chamber of Commerce

November 10, 2009

Dinner Meeting  
The Little Rock Club  
5:30—8:00 p.m.  
Speaker: Janet Jones, President  
The Janet Jones Company  
Topic: TBA

**New Member Orientation**

5:30—6:00 p.m.

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

December 15, 2009

Annual Christmas Party and  
Silent Auction  
The Little Rock Club  
6:30 p.m.—9:00 p.m.

January 12, 2010

Dinner Meeting  
5:30—8:00 p.m.  
Speaker: Ben Combs, CEO—  
Combs and Company  
Topic: "The Boldness of the Brand"

February 9, 2010

Dinner Meeting  
5:30—8:00 p.m.  
Speaker: Bob Birch, Regional  
President—Centennial Bank  
Topic: TBA

March 9, 2010

Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Presentation of Distinguished Sales  
and Marketing Awards  
Speaker: TBA  
Topic: TBA

April 13, 2010

Dinner Meeting  
5:30—8:00 p.m.  
The Little Rock Club  
Speaker: "Table Topics"—An  
interactive meeting with 8 Minute  
Topics per Table—Attendees will  
switch tables three times. An  
energizing and fun meeting

May 11, 2010

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

June 8, 2010

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

## New Member Welcome!



(From left to right)

Laura Criner, Loan Officer - US Bank Home Mortgage

Gareth Hughes, Group Sales—The Hatcher Agency

Doug Voss, Assistant Professor of Marketing and  
Supply Chain Management—UCA

Please introduce yourself to our new members  
and make them feel welcome!

*If you sign up 2 new members by December 31st, you get 50% off  
your next membership renewal, and if you sign up 3 new members  
by December 31st, you get your next membership renewal FREE!*

**THANK YOU**

**A VERY SPECIAL THANK YOU** to Centennial Bank (formerly  
Twin City Bank) and the Crowne Plaza Little Rock for donating  
the great door prizes for the June meeting. Also, a very special  
thank you to **Greg Hatcher and The Hatcher Agency** for donating  
his books to be given as speaker gifts.

If you would like to donate a door prize or two at a monthly meeting  
and get your company recognized, just bring the door prize(s) to the  
next meeting you attend and we will give it away and recognize your  
company. The members and guests love to have the winning ticket!

**August Copy Deadline is July 15, 2009**

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 [info@smei-arkansas.org](mailto:info@smei-arkansas.org).

SMEI Arkansas is an affiliate of SME-International.



## July Birthdays

**Mary Jane Sawyer—July 3rd**

**Jim Hyden—July 12th**

**Sherri Jones—July 21st**

# SMEI-AR 2009-2010 OFFICERS AND DIRECTORS INSTALLED AT JUNE MEETING

The 2009-2010 Officers and Directors were installed at the June meeting and are ready to begin a new year. Dick Marendt, Past President and Past Board member of SMEI-AR conducted the installation ceremony and the Board members expressed their desire to serve willingly and professionally as your Officers and Directors as SMEI-AR moves from its 69th year into its 70th year of growth, education and professionalism. If you would like to be a part of the growth and activities in the 2009-2010 year by serving on a committee, please contact Jeanie Reed at 425-7781, send an email to [info@smei-arkansas.org](mailto:info@smei-arkansas.org) or fax the Committee Sign Up Form at the end of this newsletter. Being involved is a very rewarding experience both professionally and personally. You can only get out of an association what you put into it. The following committees could use your participation, input, ideas and skills:

◆ Programs ◆ Membership ◆ Education ◆ Marketing ◆ DSMA ◆ Christmas Party/Silent Auction ◆ Top Management Night



## 2009-2010 Officers

From L to R: Sherri Jones, Robby Matthews, Mary Jane Sawyer, Jeananne Hawking and Jim Hyden.  
(Not pictured: Don Smith, Jeff Ross and Kelly Davenport)



## 2009-2010 Directors

From L to R: Doug Voss, Jan Grimsley, Gareth Hughes, Wayne Richie, and Chip Taulbee.  
(Not pictured: Austin Pittman and Sydney Gilbert)

## SMEI-AR 2009-2010 Board Retreat

July is the beginning of a new fiscal year for SMEI-AR and a time for the new board to begin planning the 2009-2010 year. The Board Retreat is scheduled for Wednesday, July 1st from 12:00 p.m. until 5:00 p.m. in the Hospitality Suite of the Crowne Plaza Little Rock (Thank you, Jeananne and the Crowne Plaza). The purpose of the Retreat is to brainstorm, set goals for the new year, organize, plan strategies, plan programs and workshops, and make commitments to ensure that SMEI-AR continues to be a professional association that gives every member true value for their membership investment. It is very important that each Officer and Director plan to attend and be a part of the Retreat. So come with ideas, thoughts, and suggestions. Lunch and refreshments will also be provided. *Let's keep the momentum going for SMEI-AR and have fun making it happen!!* **If you, as a member, have any ideas or suggestions that you would like the board to act on or consider, please let Jeanie know via email at [info@smei-arkansas.org](mailto:info@smei-arkansas.org).**



For more information about becoming a Certified Marketing or Sales Professional, visit the "Certification" page on the SMEI website at [www.smei.org](http://www.smei.org).

**GET CERTIFIED AND GET AHEAD!**

Nothing in the competitive world of business is easy, but accomplishment usually results from knowing what you want to achieve and not giving up when inevitable obstacles get in the way.

James M. Zimmerman



# GREETINGS FROM SMEI INTERNATIONAL "WAYNE'S WORLD"

"Happy Summer SMEI Arkansas!!" After contemplating building an ark, seeing animals two by two and surviving the non-stop rains over the past few months, summer is HERE. And in full force with 95 degree plus days. As it is said: "If you don't like the weather in Arkansas – stick around for a day – it will change". How true this is.

Traditionally summer brings us vacations, days in a hammock, lazy days and grass to MOW. I am thinking of replacing my mower with a goat or a cow. Not a bad idea if ya' think about it. To me, summer brings time to check out the SMEI web site: [www.smei.org](http://www.smei.org) for a full list of new exciting SMEI events for the summer and the fall. Such as:

Social Media Marketing. I have heard of broadcast and print media since I have been born but what the heck is "Social Media"??? If you missed the wonderful presentation by Megan Knight, Interactive Marketing Director for FLEX 360 at the June meeting, you missed a wealth of information that will bring you and your business MORE MONEY. You can also go to the SMEI web site and watch the YouTube special "7 Leaders Speak Out on Social Media Marketing". If you were to pay for time with 7 Media Specialist, this would exceed the annual cost of an SMEI membership by 2 to 3 times.

The SMEI Social Media Road Show, Annual Conference and SOLD Workshop will end in Baltimore on September 25<sup>th</sup> and 26<sup>th</sup>. Barton Goldberg (a WELL known CRM and Social Media Expert) will be the featured speaker for the event. A panel of leading Social Media experts will also be on hand for a presentation and a Q&A workshop. Full details are on [www.smei.org](http://www.smei.org).

Jeffery Jackson, CSE will also be installed at the helm of SMEI as Chairman. I have known Jeffery since my installation on the SMEI International Board in 2007. He is a GREAT man and a marketing genius to me. Full information can be found on [smei.org](http://smei.org) on all these events plus much more. I will be highlighting the upcoming events, webinars and HUGE benefits of SMEI membership in upcoming newsletters.

In closing, enjoy the summer, take those vacations, but NEVER stop marketing and selling. I have found many new and refreshing marketing ideas while on vacation to another town, state or country. Take the idea and "Arkanize it" for our local market and watch the positive results flow in. I am humbled and honored to serve SMEI Arkansas as a Board Member and to serve Arkansas and SMEI as an International Director for another year. "Let's sell something TODAY you marketing experts!!"

*Wayne "Oz" Richie*

Wayne Richie  
SMEI International Board Member



**VP of Education,  
Chip Taulbee,  
Associate Publisher of the  
Arkansas Business  
Publishing Group  
conducted the June FREE  
mini-workshop on  
"How to Write a Press  
Release That Will Be Read"**

Thank you, Chip for sharing your time and expertise with the members of SMEI-AR and guests.



## **KARK 4 Today Co-Host to Speak at the SMEI-AR's Annual Team Appreciation Luncheon**

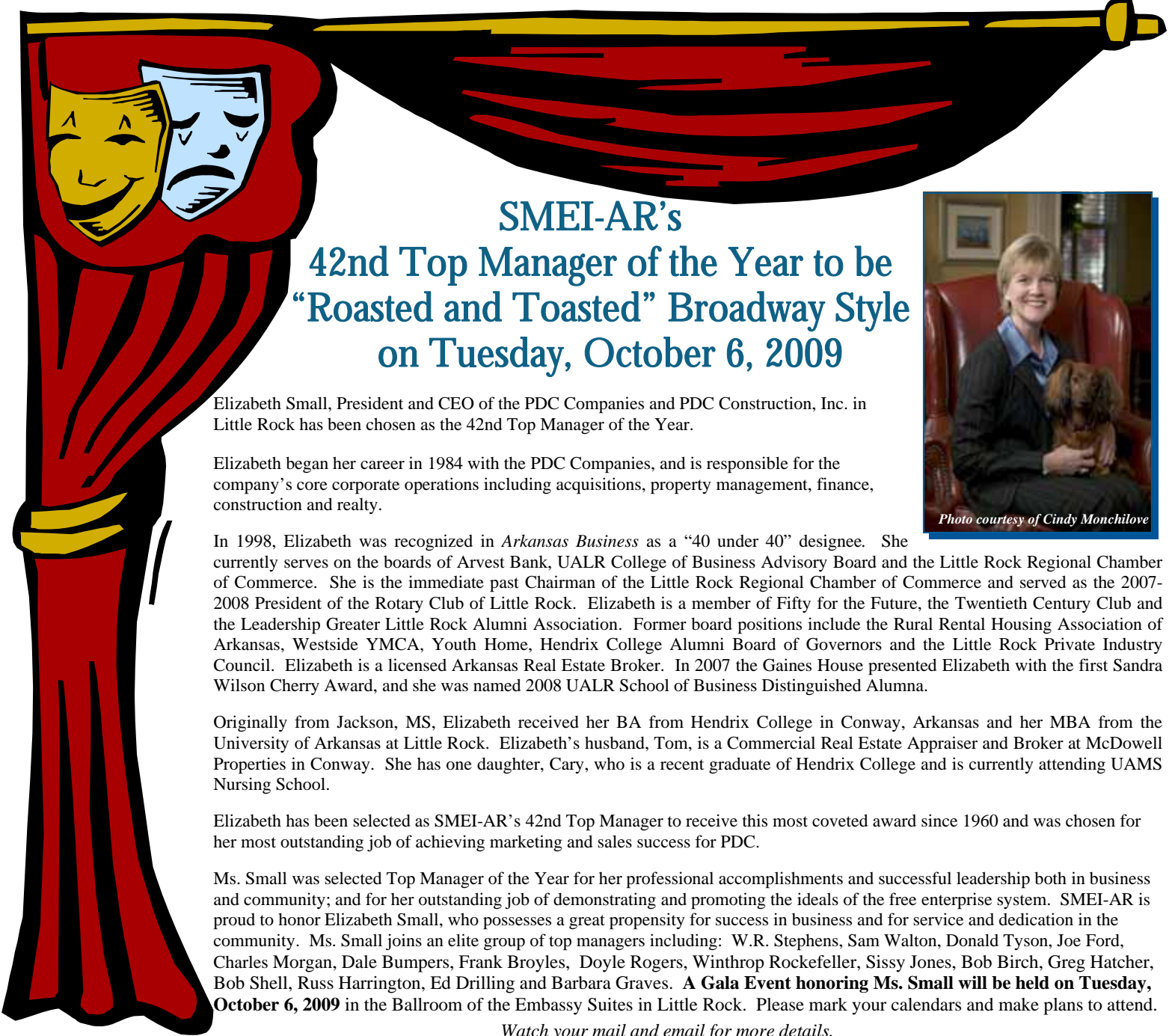
Matt Mosler is a syndicated columnist, speaker, singer, as well as a television and radio personality. He is the director of Beautiful Feet, Inc., a lay ministry intended to inspire, encourage and motivate others to fulfill their ministry by becoming all God created them to be.

Matt is the Co-Host of Arkansas' fastest growing morning TV 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.

Make plans to attend, bring your sales, marketing and/or office team members to hear Matt speak. It should be a great, motivating and humorous program.



## SMEI-AR's 42nd Top Manager of the Year to be "Roasted and Toasted" Broadway Style on Tuesday, October 6, 2009

Elizabeth Small, President and CEO of the PDC Companies and PDC Construction, Inc. in Little Rock has been chosen as the 42nd Top Manager of the Year.

Elizabeth began her career in 1984 with the PDC Companies, and is responsible for the company's core corporate operations including acquisitions, property management, finance, construction and realty.

In 1998, Elizabeth was recognized in *Arkansas Business* as a "40 under 40" designee. She currently serves on the boards of Arvest Bank, UALR College of Business Advisory Board and the Little Rock Regional Chamber of Commerce. She is the immediate past Chairman of the Little Rock Regional Chamber of Commerce and served as the 2007-2008 President of the Rotary Club of Little Rock. Elizabeth is a member of Fifty for the Future, the Twentieth Century Club and the Leadership Greater Little Rock Alumni Association. Former board positions include the Rural Rental Housing Association of Arkansas, Westside YMCA, Youth Home, Hendrix College Alumni Board of Governors and the Little Rock Private Industry Council. Elizabeth is a licensed Arkansas Real Estate Broker. In 2007 the Gaines House presented Elizabeth with the first Sandra Wilson Cherry Award, and she was named 2008 UALR School of Business Distinguished Alumna.

Originally from Jackson, MS, Elizabeth received her BA from Hendrix College in Conway, Arkansas and her MBA from the University of Arkansas at Little Rock. Elizabeth's husband, Tom, is a Commercial Real Estate Appraiser and Broker at McDowell Properties in Conway. She has one daughter, Cary, who is a recent graduate of Hendrix College and is currently attending UAMS Nursing School.

Elizabeth has been selected as SMEI-AR's 42nd Top Manager to receive this most coveted award since 1960 and was chosen for her most outstanding job of achieving marketing and sales success for PDC.

Ms. Small was selected Top Manager of the Year for her professional accomplishments and successful leadership both in business and community; and for her outstanding job of demonstrating and promoting the ideals of the free enterprise system. SMEI-AR is proud to honor Elizabeth Small, who possesses a great propensity for success in business and for service and dedication in the community. Ms. Small joins an elite group of top managers including: W.R. Stephens, Sam Walton, Donald Tyson, Joe Ford, Charles Morgan, Dale Bumpers, Frank Broyles, Doyle Rogers, Winthrop Rockefeller, Sissy Jones, Bob Birch, Greg Hatcher, Bob Shell, Russ Harrington, Ed Drilling and Barbara Graves. **A Gala Event honoring Ms. Small will be held on Tuesday, October 6, 2009** in the Ballroom of the Embassy Suites in Little Rock. Please mark your calendars and make plans to attend.

*Watch your mail and email for more details.*



*Photo courtesy of Cindy Monchilove*

## 2009 Membership Campaign: Sign Up New Members and Get Your Next Membership Renewal for FREE!

One of the most rewarding experiences as a member of an association is to successfully introduce one of your peers to the benefits of membership. Now, it is even more rewarding when you sponsor some new members who join SMEI-AR by December 31st.

You can get 50—100% off your next membership renewal. What a savings! The rules of the Membership Campaign are as follows:

1. Sign up 2 new members by December 31st and receive 50% off your next membership renewal, a savings of \$197.50.
2. Sign up 3 new members by December 31st and receive your next membership renewal for FREE, a \$395 savings!
3. The membership dues and application for your new members must be received on or before December 31st in order for you to receive credit for the member and be eligible for the 50—100% discount.

If you need an electronic SMEI-AR informational brochure and mini-application to send to a potential member, please let Jeanie know via email at [info@smei-arkansas.org](mailto:info@smei-arkansas.org). If you need for someone on the membership committee to help you close a membership sell or contact a prospective member, please let Mary Jane Sawyer know at 319-3436.



# WHEN THE ANSWER ISN'T "NO" BUT "NOT YET"

By Samantha Hartley



Successful business owners know they need three key marketing strategies: **lead generation, follow up and keep in touch**. While I write often about how to attract good leads, and will review keeping in touch next time, I wanted to zoom in on follow up as a neglected strategy.

What do you say when someone is "thinking about it"? Or when the answer isn't "no," but "not yet"? You've got to have a way to follow up with them until the person is ready to purchase. Without follow up, even the best leads go cold. *With* follow up, you can nurture prospects along your pipeline to exactly the products and services they need.

## Does "not yet" really mean "no" from people who don't want to hurt your feelings?

Sometimes. Other times your offer is right for them, but the circumstances are not yet ideal to take advantage of it.

But, a BIG point I want you to take away from this article is that very often "not yet" means **"I'm just not convinced of the value of your offer."** They are curious, even intrigued, but their questions and doubts have not yet been fully addressed.

## Can you really move someone from "not yet" to "yes" by following up with them?

Absolutely. This is your opportunity to check in and provide more information and more evidence for your case.

What kind of evidence? Evidence of value. Proof of results you can deliver. This can take the form of:

- ◆ Case studies
- ◆ Articles you've written that can help your prospect with his issue
- ◆ Articles written about you proving your expertise
- ◆ Press clippings
- ◆ Testimonials
- ◆ Multimedia presentations, etc.

I love to have my "Not Yets" talk to my past clients. When they hear their enthusiasm and outcomes, they easily move to "yes."

Some businesses have very long sales cycles; the time from awareness to purchase may be years. The benefit for them is they learn to do what's called "drip marketing" - regularly contacting the client like a dripping faucet. (The danger is they build up beliefs that sales must take a long time - not true!)

Drip marketing is like gently asking "how about now?" However, it can never be annoying or pushy. The secret is to find the balance between

helpful messages that offer real value and selling messages that ask your prospect to take action.

Let's take a look at this in practice, both with the tactic and message:

1. **Meeting with prospect.** Everyone feels it went well, but the prospect would like to think about it. Be sure to agree on a time for you to follow up with a phone call. (No timing, also known as "don't call us, we'll call you," means they're just not that into you.)
2. **Immediate follow up with a thank you note.** I prefer a handwritten thank you note to an email, but you may choose an automated service like Send-Out Cards as well. In your note, briefly summarize the problem and outcome you believe you can deliver.
3. **Phone call as agreed in step 1.** This is a good chance to listen for the factors influencing the decision: are they waiting for another decision maker, or for circumstances to change? You may be able to persuade them that waiting is delaying the outcomes you could be getting for them.
4. **Print or email mailing.** Send one of the credibility builders listed above, such as an article relevant to their situation with some tips. It's generous and reflects an understanding of the ways you can help.
5. **Phone call at agreed follow up time.** At this point you might reassess the situation to see if there is genuine interest on their side. If so, continue to work these steps in sequence, varying what you're sending and how: some physical mail, some email and some phone calls. You might even meet for coffee in person.

Persistence can pay off for you, but it's important to have a system for follow up (even a simple one, like this short list) and a supply of materials that build your case.

I've signed up clients who knew me for years before they were ready to start work with me, and often **they were looking at one of my follow up mailings when they picked up the phone to call me.**

*"Persistence is the twin sister of excellence. One is a matter of quality; the other, a matter of time."* -Marabel Morgan

Photo by [Randy Son Of Robert](#)

*"By Samantha Hartley of Enlightened Marketing. Only do what only you can do! Learn more about how to identify and communicate your uniqueness here: <http://www.EnlightenedMarketing.com>."*



**Be a sponge. Spend as much time as possible with people who truly know their craft and be a great listener. That is how you learn.**

*Jerry Colangelo*

June Meeting  
Guest Speaker  
Megan Knight  
*FLEX360 Web Development*





# Sales & Marketing Executives International Arkansas

## 2009-2010 Committee Sign Up Sheet

The 2009-2010 Board will be forming committees for various projects for the 2009-2010 year. *All members are encouraged to serve on a committee that interests them most.* Being a committee member is a great opportunity to meet people, network, have ownership in SMEI-AR projects and events, and enhance your professional and personal growth. If you are interested in serving on a committee(s), please check the appropriate box below and a board member will contact you.

- Membership Committee
- Programs Committee
- Education Committee
- Marketing/Public Relations Committee
- Distinguished Sales and Marketing Awards
- Top Management Night Award Dinner
- Holiday Party and Silent Auction

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Member Status:  Professional Member  Associate Member  Educational Member

If you have any ideas or suggestions you would like to share with the board that would add value to SMEI-AR membership, please list below:

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Please fax this form to Jeanie Reed at 834-0511 no later than June 16th. Sign Up Today – it will definitely be a worthwhile experience.