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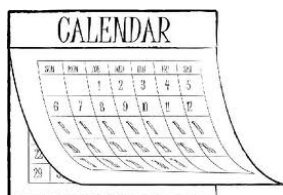


ARKANSAS SOCIETY OF ASSOCIATION EXECUT

November 20, 2014

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on  
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[facebook.com/arksae](https://www.facebook.com/arksae)

2014



(Full calendar, page 38  
of the ASAE directory)

**December 10**

4:00-6:00

**Holiday Reception**

5:30 **It's a Wonderful  
Life**

**Ron Robinson Theatre**

**January**

**Lunch at the  
Governor's Mansion**

**Date TBD**

**February 17**

**The Capital Hotel  
111 W. Markham**

## Article Headline

### Article Subheading

Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing. Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers.

Click  to edit

Double-click to  
**insert** an image

Right-click to  
**format** image

100 x 100 pixels

## #GivingTuesdayAR

**The Arkansas Nonprofit Alliance is coordinating the state-wide effort to "get out the give" campaign on #GivingTuesday, December 2, 2014**

The Arkansas Nonprofit Alliance is coordinating the state-wide effort to "get out the give" campaign on #GivingTuesday, December 2, 2014, for organizations across the state. **WE NEED YOU!** Please join us on November 6, 2014 at 9:00 a.m. in Little Rock or at 12:00 p.m. by webinar to get campaign updates and tools for managing your organization's campaigns. Go to our #GivingTuesday page to learn more, tell us your plans, and register for the November 6th campaign update sessions.

What is Community Deliberation? The University of Central Arkansas Center for Community and Economic Development is presenting "Community Deliberation: Solving Problems at the Grassroots Level" on Friday, November 14, 2014 from 9:00 a.m. to 12:00 p.m. at the Brewer-Hegeman Conference Center in Conway. This workshop will be led by Malcolm Glover, award-winning journalist, certified conflict

**"Document Retention"**

**March**

4:00- 6:00 pm

Date/site TBD

"Shred It"

Tailgate Party

From the Feb. meeting,  
you know which  
documents/hard drives  
you can now destroy.  
Come toss back a beer or  
wine with your ASAE  
Friends while you shred  
those old files !

**April 21**

**Comfort Inn & Suites**

707 I-30

**May 5**

Lunch Hour

Annual Trade Show

Cinco de Mayo

**Statehouse**

**Convention Center**

**June Meeting**

TBD

mediator, communication analyst, educator, and humanitarian who has traveled the world helping people solve problems. This workshop will help you become a more effective moderator, facilitate discussions with diverse groups, inspire civic action through creative forums, and much more.

**LobbySchool**

**by Robert L. Guyer**

**Engineering THE LAW, Inc.**

**December 17 and 18**

**Holiday Inn Presidential Conference Center**

December 17 **How to Successfully Lobby  
State Legislatures**

8:00 a.m. - 5:00 p.m. - 8 hours of CAE  
(one hour lunch)

Your \$425\* registration includes:  
Seminar, lunch, 140 p. workbook, and 240  
p. Guide to State Legislative Lobbying.



**Earn 12 CAE  
Points!**

December 18 **How to Successfully Lobby  
State Regulatory Agencies**

Regulatory Agency Lobbying:

8:00 a.m. - 12:00 p.m. 4 hours of CAE

Your \$200\* registration includes: Seminar and 58 p.  
workbook.

\*\$550 for both days if you register two weeks prior, by  
December 1st.

Robert L. Guyer established Engineering THE LAW, Inc. (ETL) in 1997 and serves as its President. Engineering THE LAW, Inc. increases the state lobbying capabilities of corporations, associations, and individuals through teaching the skills necessary for effective state government affairs.

Engineering THE LAW, Inc. Inc. equips people with the knowledge and skills to effectively advocate their issues before state legislatures and executive agencies.

Prior to establishing ETL, Mr. Guyer served in the law department of the Ralston Purina Company as Legislative Counsel and Assistant Director, State Government Affairs. He was Manager of Legislative Affairs for Energizer Power Systems, a subsidiary of Eveready Battery Company, Inc., Legislative Affairs Manager for Gates Energy Products, Inc., a subsidiary of Gates Rubber Company, and, as a contract lobbyist, Director of Legislative and Regulatory Affairs for the 501(c) (4), Rechargeable Battery Recycling Corporation.

As a visiting professor at Florida State University, Mr. Guyer developed and taught the graduate course Lobbying in the Masters program in Applied American Politics. He has lectured at universities including Harvard Medical School. Twenty two states accredit or have accredited the seminar(s) for continuing legal education for attorneys. Other professional associations have accredited the seminars for continuing professional

education.

Mr. Guyer holds Juris Doctor, Bachelor of Science in Civil Engineering, and Bachelor of Arts degrees. He is admitted to the practice of law in Florida and the District of Columbia.

Thank you **Brent Stevenson** for making ASAE aware of this opportunity. Although ASAE has approved this program for **12 credits of CAE**, all registration, questions and comments should be directed directly to Mr. Guyer at Engineering **THE LAW**.

To register, visit:

<http://www.learn-to-lobby.com/SeminarSchedule.asp>

Scroll down to:

December 17-18

Little Rock, Arkansas -Holiday Inn Presidential Conference Center

### **Office Space Available** **Both within a block of the State Capitol!**

1) Office Space available near State Capitol in the **Arkansas Press Association** (APA) Building at 411 South Victory. Perfect for one, two or three-person office. Conference room available. Free parking. \$725 per month. Contact Tom Larimer at the APA [tom@arkansaspress.org](mailto:tom@arkansaspress.org) or (501) 374-1500.

2) Office space for rent - 1500 sq. ft. - across from the State Capitol. Contact Randy Lann at **Arkansas Homefurnishings Association** (501) 375-3091 or [randylann@artistotle.net](mailto:randylann@artistotle.net)

### **2014-2015 ASAE Board & Officers**

President, **Brent Stevenson, IOM**

Vice President, **Vicki Farmer, IOM, CAE**

Secretary /Treasurer, **Brian Itzkowitz**

Immediate Past President, **Kenny Hall, JD**

Board Members at Large

**Max Braswell**

**Nancy Elphingstone**

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Ex-Officio, **Celine Peruzzi**  
Special Advisor to the Board: **Bill Canter**

*ASAE's membership includes over 165  
association leaders of over 140 of Arkansas'  
largest business, trade, professional and  
charitable organizations.*

Mary Dandurand, Executive Director  
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office@arksae.net -Please note NEW E-MAIL  
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*Try it FREE today.*

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