

Hi, just a reminder that you're receiving this email because you have expressed an interest in Arkansas Society of Association Executives. Don't forget to add mary.dandurand@gmail.com to your address book so we'll be sure to land in your inbox!

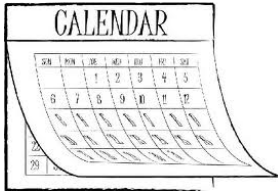
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ARKANSAS SOCIETY OF ASSOCIATION EXECUT

December 2014

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



December 10

4:00-6:00

Holiday Reception

5:30 *It's a Wonderful Life*

Ron Robinson Theatre

2015

*(See 2015 ASAE Directory for
full calendar of events)*

January- Governors

Mansion TBD

February 17, 11:45 Lunch

Doubletree Hotel Little

Rock

424 W. Markham

March date TBD
Little Rock Marriott
Three Statehouse Plaza
4:00- 6:00 pm
Date/site TBD
"Shred It" Tailgate
Party

April 21, 11:45
Lunch
Comfort Inn & Suites
707 I-30

May 5, Lunch time
Annual Trade Show
Statehouse Convention
Center

June 16, 11:45
Lunch
Hilton Garden Inn
10914 Kanis Road

July 13-14
Annual Convention
Embassy Suites NW
Arkansas
3303 Pinnacle Hills Pkwy
Rogers, Arkansas

August 18, 11:45 Lunch
Holiday Inn Pres. Conf. Center
600 Interstate 30

September 15, 11:45 Lunch
Crowne Plaza
201 S. Shackleford

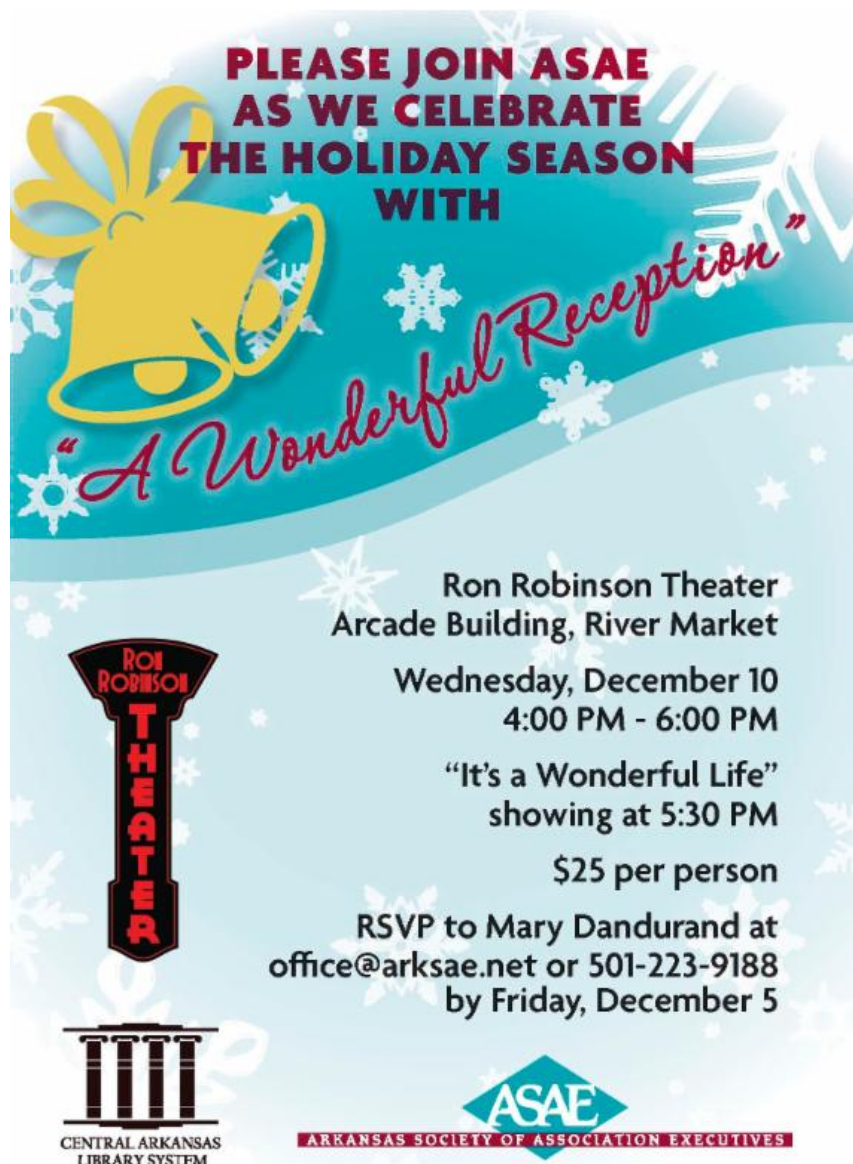
October 20, 11:45 Lunch
NOAH's Event Center
21 Rahling Road

November 17, 11:45
Lunch
Holiday Inn Airport
3201 Bankhead Drive

December Holiday Event,
TBD

Positions Available:

1) **Holiday Inn Airport**



**PLEASE JOIN ASAE
AS WE CELEBRATE
THE HOLIDAY SEASON
WITH**

"A Wonderful Reception"




**Ron Robinson Theater
Arcade Building, River Market**

**Wednesday, December 10
4:00 PM - 6:00 PM**

**"It's a Wonderful Life"
showing at 5:30 PM**

\$25 per person

**RSVP to Mary Dandurand at
office@arksae.net or 501-223-9188
by Friday, December 5**



You can RSVP by simply replying to this e-mail and an invoice will be sent to you.

THANKS:

Ron Robinson Theater
Central Arkansas Library System
Celebrations, Events & Entertainment
Capital Hotel for the pecans
DoubleTree Little Rock for the cookies
Holiday Inn Airport for the brownies
Little Rock Marriott for the popcorn

**Please help us stuff the Christmas stockings
of "Our Kids" at the
Arkansas Sheriff's Youth Ranches**

[View "Our Kids" wish list, find the stocking on the website](#)

Or call the ASAE office to see which child still needs

Conference Center
I-440 at the Airport
Exit, Little Rock
501-490-1000 or
janhiasales@aol.com
Hiring a SALES MANAGER
- Outside Sales
Experience needed.
Great working
Environment, Super fun
Team.
Ask for Jan Jewell and
let her know you
are THE ONE for the
position.

a Santa,
(501)223-9188 or 350-8658.
Can't shop, send a check made payable
to ASAE and we'll shop for you!
Once you've selected a child, please e-
mail or call the ASAE Office so we can
cross them off the list.
Please use a gift bag rather than gift
wrap your presents.
Bring your gift to the ASAE Reception Dec. 10 OR
deliver to the ASAE office (2514 N. Rodney Parham)
before end-of-day Wed. Dec. 17.



#GIVINGTUESDAYAR

**The Arkansas Nonprofit Alliance is coordinating the
state-wide effort to "get out the give" campaign on
#GivingTuesday, December 2, 2014
Press Conference Monday, December 1, 2:00pm
Capitol Rotunda, 2nd floor**

Resume:

1) New Resume on file:
Strong clerical skills
and ability to work
required office
software and/or
machinery; competent
in Excel, Microsoft
Word, Credible
software, Microsoft
Outlook, Microsoft
Access and others. Key
strengths and
competencies: Corporate
Compliance,
Policy/Regulation
compliance, Program
development,
Training/Educational
development,
Performance tracking
and evaluation,
Workers compensation,
Payroll, Supervision,
Organizational skills,
Accreditation
standards

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.
#GivingTuesdayAR is a day of giving that follows Black
Friday and Cyber Monday and begins the holiday season of
giving. In Arkansas, nonprofits throughout the state
will be participating in reaching out to generous
Arkansans for donations of time, goods, dollars and
more. We're asking Arkansans to put their communities
on their gift list this year.
Leaders of Arkansas' non profits are encouraged to at
tend the press conference scheduled for Monday, December
1st at the Arkansas State Capitol Rotunda, 2nd Floor.
Thank you so much for all that you do for Arkansas and
for helping us get out the give this holiday season.

**Stephanie F. Meincke, MSW
President/CEO
Get out the Give on #GIVINGTUESDAY**

*For more details, contact Stephanie,
smeincke@arkansasnonprofits.org*

Arkansas Council for International Visitors Announces Name Change to Global Ties Arkansas

New name reflects the organization's growing role in
connecting Arkansas to the world through international
exchange.

"The new name represents many exciting and positive
changes we are undertaking to connect Arkansas to the
world and foster connections that build global
understanding," remarked Vernon Markham, Board Chair.
"The new name Global Ties Arkansas better speaks to our

mission to foster personal and sustainable international relationships in Little Rock and communities throughout Arkansas. Building these relationships is an essential step toward our ultimate goal of building a more peaceful and prosperous world through international exchange."

Global Ties Arkansas is a member of Global Ties U.S., which has served as a nonprofit partner to the U.S. Department of State's prestigious International Visitor Leadership Program (IVLP) since 1961. World leaders, ranging from former British Prime Minister Margaret Thatcher to Mexico's last president Felipe Calderón, developed close ties to the United States through their experience as IVLP participants. With an impressive alumni roster of more than 350 current and former heads of state worldwide, the IVLP and members of the Global Ties network have played a role in shaping U.S. international relations for 75 years.

ASAE Member, **Toni Carr**, serves as the Executive Director, Toni_Carr1@hotmail.com, 501-940-9743

Country Christmas Craft Fair Arkansas Sheriffs Youth Ranches

On Saturday, December 6th, the Arkansas Sheriffs' Youth Ranches will hold its 29th Annual Country Christmas Craft Fair at its Batesville campus, and you're invited!
29th Annual Country Christmas Craft Fair
Saturday, December 6th, 9:00 am - 3:00 pm
100 Saint Vincent Place, Batesville



Just in time for the holidays, Country Christmas is a great opportunity to purchase unique handmade items by crafters from across the state. Bring a friend to the Ranch for breakfast and enjoy delicious homemade cinnamon rolls, and stick around for lunch and a bowl of homemade chili. Admission is free, and proceeds from the craft fair and concession sales benefit the programs at the Arkansas Sheriffs' Youth Ranches.

Limited booth space for crafters are still available. Call 870-793-6841 to check availability.

Political Animals Club | Clinton School of Public Service Amendment 3: It Passed. Now What?

**Monday, December 8,
12:00 PM to 1:30 PM
Sturgis Hall of the Clinton School of Public Service**

In partnership with the Political Animals Club, the Clinton School of Public Service will host a panel to

analyze Amendment 3 and its effects on campaign finance, lobbyists' gifts, the salary commission and term limits. Moderated by Rex Nelson, the panel will include state Sen. Jon Woods, state Rep. Warwick Sabin, Little Rock attorney Scott Trotter and Randy Zook of the Arkansas State Chamber of Commerce.



The event is free but reservations are required by sending an email to publicprograms@clintonschool.uasys.edu or calling (501) 683-5329.

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

Be Prepared to Respond to the Media

Nuggets from the ASAE Program, November 18

Thank you **R J Hawk** as well as ASAE Members, **Tom Larimer**, Executive Director of the Arkansas Press Association, tom@arkansaspress.org and **Doug Krile**, Executive Director of the Arkansas Broadcasters Association, doug@arkbroadcasters.org, for our November program, "Responding to the Media"

Many of you commented afterward how valuable the information was. Here are some of the key nuggets. (Association was used below but applies to companies as well.)

1) Determine the spokesperson for your association

- Always divert questions TO the spokesperson
- Inform all board members as part of board training to direct media to the proper spokesman.
- Inform regular members to do so as well... NO ONE OFF THE RESERVATION!!!!
- Have back up person if spokesmen unavailable (on vacation, sick)
- Consider a "pro" communications specialist to keep on retainer

2) Be Proactive

- Talking points- consider a committee or officers to have prepared talking points, discuss possible scenarios and how your association will respond, probably should be an annual discussion to remain timely. BE SURE spokesmen is well-versed on these, able to answer without notes.

- Establish a relationship with major media outlets BEFORE you need them. Provide them background, "filler" information about your association. This may be a "don't quote me" item.
- Share with them the "good times" be able to explain why your industry/profession is doing so well right now.
- Good time to mention the con't ed your organization provides to prevent problems, make your industry members as well as general public aware of issues, etc...
- Also a good time to mention our legislative efforts to improve, upgrade your industry/profession.

3) **Time sensitive**

- Print/broadcast have different deadlines/time-lines, be sure to ask
- Deadlines are now virtually non-existent with on-line news. Media needs the info immediately!
- You DON'T want to be the addendum in the story.
- DON'T be too slow or they'll find another source, perhaps your nemesis or disgruntled member.
- It's OK to say I'll get the facts and get right back with you.
- "If you don't tell your story, it will be written for you"
- Classic case of perhaps how NOT to handle a story, the child falling in the large cat compound last week, too much time passed before questions were answered

4) **Wrong message or story**

- We all make mistakes or are misunderstood. If the media does get your story wrong, go back to your media contact or reporter.
- Credibility is a valuable commodity for the media. They want to get the story right.

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 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

Associate News

Ramona Moon, Sales Manager at the Radisson Hotel Branson

will be retiring Friday, November 28th. "My husband and I will become full time RVers and part-time workampers." It has been a pleasure to work with so many ASAE members over the years.

Prior to being at the Radisson, Ramona represented the Fort Smith Convention & Visitors Bureau.

For meeting and event planners, the new Sales Manager contact at the Radisson will be Tiffanie Rogacki, t.rogacki@combshospitality.com

Murry's Dinner Theatre- Join us at Murry's Dinner Playhouse for a delicious meal and "Don't Dress for Dinner", a hilarious and zany comedy running from November 18 to December 31. Take advantage of our economical group rates and have your office Christmas party with us! Whether your coworkers number 5 or 255 we'd love to welcome you to the Murry's family. 2015 Show Schedule if available. Contact Moriah Patterson, Group Sales, moriahlp@gmail.com
501-562-3131, murrysgroups@outlook.com For reservations, call 501.562.3131 or visit www.murrysdp.com

Holiday Specials

THANKS Mary Ann Hodge of HodgePodge Flower and Gift Baskets for providing a gift monthly to our ASAE Speaker. The holidays are here! HodgePodge can be your easy button for holiday parties with centerpieces, office decor for your front desk or wreaths for your front door. and gift baskets or poinsettia for gifts. We can even have hostess gifts. Give us a call at 501-372-6501 to make your life easier during the holidays. All ASAE members will receive a 10% discount. Just be sure to tell us you are an ASAE member at the time of ordering.

Wishing you all a very Merry Christmas from HodgePodge and our family to yours.

Arlington Resort Hotel & Spa Dinner Theater

Saturday, November 27 Crystal Ballroom 7:00 pm

Tickets remain available.

The NUN-CRACKERS Christmas Musical

Call 501-609-2533 for more details

Gingerbread House Celebration, Tree Lighting & Caroling in the Lobby

Friday, December 5 4:30 pm-5:30 pm

Refreshments Served

Santa and his elf will be at the Gingerbread House for the children.

Call 501-609-2533 for more details

Marriott Little Rock-Treat yourself a stress free holiday. Provide your out of guests with a Marriott full-service hotel, make great memories and save money - it's our gift to our Friends and Family. After a \$16 million dollar renovation, Little Rock Marriott is a stunning and inspiring location for your family and friends. Attached to the Statehouse Convention Center, situated downtown near River Market and towering 20 floors above the Arkansas River. Guests are always connected with complimentary wireless Internet access throughout the hotel's guest rooms and public spaces. Contact ASAE Member, **Denise Barbieri**, **denise.barbieri@littlerockmarriott.com** for your tour of the renovations!

OR Book your reservation at www.marriott.com/litpb and enter the corporate/promotional code "L6C" located under Special Rates & Awards. Thanksgiving is Coming Eating out for Thanksgiving Brunch? We are now accepting reservations at the Heritage Grille Steak and Fin Restaurant. * Thursday, November 27, 11:00 a.m. - 3:00 p.m. * Adults \$45, Children 6-11 \$16, Children 5 & under no charge * Complimentary Champagne, Mimosas and Valet Parking * Seats are limited, Reservations required. 501.399.8000

Austin Convention Hotel & Spa-Bring your family & enjoy Thanksgiving at The Austin Convention Hotel & Spa at its Annual Thanksgiving Day Buffet - November 27th, 11:00am - 3:00pm. Enjoy a traditional, freshly prepared meal, & Have a Happy Thanksgiving! The Austin Convention Hotel & Spa, 305 Malvern Ave., Hot Springs, 501-623-6600.

Best Western Inn of the Ozarks-Enjoy a quick fall getaway! In November and December come see the largest Snow Village and Trains Exhibit in the South, takes you back to the 1930's through the 1950's landscape of small town Americana. The village is comprised of Department 56 original Snow Village pieces that date from 1978-2012. Most of the buildings are lighted and many of the pieces have been retired in the collection (i.e. not produced any longer). There are over 300 pieces on display, including 160 building and over 140 accessory pieces, plus nearly 200 trees. Three Lionel O Scale Trains and a Lionel O Scale Trolley are incorporated into the display. The trains include the popular Polar Express, a 1950's Santa Fe Super Chief diesel aluminum sided passenger train, and an awesome Command Control Berkshire with set of Madison passenger cars. The Snow Village and Lionel Trains are owned by Lawrence and Cathy Handley of Eureka Springs. Cathy is the Director of Sales at the Inn of the Ozarks.

"Toast of the Town" New Years Eve Party Fairfield Bay Conference Center

7:30 pm New Years Eve

Brenda & Ellis Playing for Your Dancing & Listening Pleasure 8:00 to 12:30

The price includes lodging:

For 2 - \$185.00, For 4 - \$342.00

Heavy Hors d'oeuvres , Champagne Toast at Midnight, Live Entertainment &

Memories of a Lifetime!
Tickets Must Be Purchased in Advance so Make Your
Reservations Now
Individual Reservations or Reserve a Table for 8-10
People
Call The Conference Center 501-884-4202

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
Karen Hutchins JD, CAE
Rita Madison
Derek Rudkin, CAE
Jodiane Tritt, JD

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
Arkansas Society of Association Executives
P.O. Box 23034
Little Rock, Arkansas 72221
www.arksae.net
office@arksae.net -Please note NEW E-MAIL
Address!
PH (501) 223-9188

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Try it FREE today.

Arkansas Society of Association Executives | P.O. Box 23034 (72221) | 2514 N. Rodney Parham | Little Rock | AR | 72212