



“SELL WITH CONFIDENCE... UNLOCK YOUR POTENTIAL”

Presented by
Paul Vitale
President
Vital Communications

By following his dream of helping others find their niche in life, the special DSMA™ March meeting guest speaker, Paul Vitale, President and Owner of Vital Communications, has become one of America's most sought-out professional speakers and trainers. Since founding Vital Communications, Inc. in 1996, Paul has authored three books, developed several curriculums based on his principles and proven concepts and has delivered his message of affirmation to hundreds of thousands of people around the globe. His stress on the importance of a positive attitude, a strong work ethic and other vital concepts, coupled with his energetic and enjoyable presentation style have made him one of America's most popular keynote speakers at hundreds of universities, meetings, conventions, seminars, and training conferences.

If you knock once and there is no answer, then knock again. Very few ideas define the spirit of salesmanship better than this one simple concept. During his keynote presentation, *Sell With Confidence—Unlock Your Potential*, Paul Vitale will empower you by providing strong fundamentals that refine techniques and increase productivity, such as committing to reach your full potential, structuring the day to work in your favor and developing sound mentors. During these uncertain economic times, the need for a proactive business stance is the strongest it's been in recent history. The essentials of salesmanship offered during this spirited presentation will help you build quality business relationships and move from marginal to memorable.

Some of the clients Paul has had the pleasure of serving include: ESPN Outdoors, the United States Postal Service, Southwest Airlines, the U.S. Chamber of Commerce, the Washington Redskins, Landstar Global Logistics, the Georgia Department of Education, Tyson Foods, the Antiques Roadshow, the University of Kentucky and Dole-Hong Kong.

As former director of the Convention and Visitors Bureau in Hot Springs, Arkansas, Paul was head of the successful sales team responsible for bringing visitors, meetings, conventions and trade shows to the city's 340,000 square foot convention facility. He was responsible for managing the CVB's \$1.4 million advertising and marketing campaign that helped attract over three million visitors annually. Prior to this, Paul worked for the largest advertising and marketing firm in the State of Arkansas, Cranford Johnson Robinson Woods. His team was responsible for all of Arkansas' tourism promotion.

Paul has written the best seller *Are You Puzzled by the Puzzle of Life?*; *Pass It On*, a collection of 365 inspirational quotes; and his latest book *Sell With Confidence*. He has also recorded the audio CD *Live Life Like You Mean It*. Regularly, Paul is a guest on television talk shows sharing his ideas and concepts. His expertise, energy and ability to encourage people to exceed their potential have been described by his audiences as extraordinary.

In his spare time, Paul enjoys volunteering with Big Brothers/Big Sisters, Arkansas Children's Hospital and the Cystic Fibrosis Foundation. He is a graduate of the Leadership Greater Little Rock Program and was named one of the "40 under 40" by *Arkansas Business*. Paul currently serves on the Board of Directors of the Arkansas Travel Council.

A native of Russellville, Arkansas, Paul graduated from the University of Central Arkansas in 1995 with a degree in Mass Communications and Journalism.

Mark your calendars and make plans to attend on March 9th for this very special meeting that will include the presentation of the 57th DSMA™ awards and the SMEI-AR "Member of the Year" award. Bring a guest or two and your staff to hear Paul Vitale's outstanding presentation. This is one program you do not want to miss!!

**Special DSMA™
Dinner Meeting
March 9, 2010
The Little Rock Club**

**5:30—6:30
Networking /
Social Hour
(Fun Interactive
Activity Planned)**

**6:30—8:00
Dinner and Program**

***DSMA™ Award Recipient
and "Member of the Year"
will be announced!***

***Bring a Friend or Associate to the March meeting and introduce them to SMEI Arkansas!
Reservations must be made no later than Friday, March 5th by calling 425-7781.***