



## Motivational Madness E-Newsletter

### All Star Conference

Paul recently had the pleasure of being the keynote speaker for the Detroit Regional Chamber's Small Business Conference 2007. This year's conference was an event to remember.

Over 500 attendees were challenged to break out of their normal business practices and try new approaches offered by the innovative thinkers on the action packed conference agenda. Paul's luncheon keynote centered on the topic of, "Why Customers Matter!" He introduced a detailed game plan for providing exceptional customer service that helps businesses set themselves apart from the competition. "I had a wonderful time visiting with many of the participants after my presentation," Vitale said. "The exchange of information was extremely informative and very user friendly."



Tammy Carnrike - Detroit Regional Chamber

The Detroit Regional Chamber is made up of member companies who make a volunteer annual investment in order to receive an even greater return at the end of the year. Currently, more than 23,000 businesses across the region comprise the Chamber, whose purpose is to assist members in reaching their maximum potential.

Membership in the Chamber not only helps businesses save money on everyday expenses, the Chamber also serves as an influential voice on legislative issues affecting regional business. In addition, the Detroit Regional Economic Partnership serves as the business development arm of the Chamber, working to cultivate economic sustainability by attracting people, dollars and jobs to the region.



Joe Dumars - Detroit Pistons

Paul shared the spotlight with several notable speakers covering topics important to the bottom line of any small business. From Google AdWords strategist to a CNN correspondent, the slate of conference speakers shared the latest news and best practices in areas like: leadership, going global, health care, marketing, media, customer service and decoding business tax.

Famed Detroit Pistons player Joe Dumars told his inspiring story as a hall-of-fame basketball star and successful businessman. President of the Detroit Pistons Basketball Operations, Dumars shared his leadership philosophies and what it takes to win on an aggressive basketball court, as well as in a competitive marketplace.

It was a true honor for Paul to play a role in such a major event, and he hopes to have the privilege of working with the Detroit Regional Chamber again in the near future.

### Vital Information

#### Check it Out!

We've added a new section to our website. Check out the Media Corner to read previous issues of our *Motivational Madness E-Newsletter*, articles penned by Paul and recent news stories. Let us know what you think!

#### Did You Know?

In December 1891, Dr. James Naismith, a physical education instructor at YMCA Training School in Springfield, Massachusetts developed basketball to keep students occupied and physically fit during the long New England winters.

The first official basketball game was played in the YMCA gymnasium on January 20, 1892, with nine players on a court just half the size of a present-day NBA court.

There are 258 individuals and five teams enshrined into the Naismith Memorial Basketball Hall of Fame located in Springfield.

Joe Dumars was the first recipient of the NBA Sportsmanship Award (1996) which has been named the "Joe Dumars Trophy." He was inducted into the NBA Hall of Fame in 2006.

## Revitalize Your Business

by Paul Vitale as featured in  
The Detroitier

### How can small business owners improve their communication skills?

The quality of the exchange of information between one individual to the next either sets the table for success or starts a descent toward failure. When a clear connection and authentic understanding to those around us occur, lines of communication open and misunderstandings are eliminated.

To effectively communicate, explain to people what you expect while being the first to listen for feedback that may signal the need for a strategy change. When things go wrong, take two things - charge and responsibility. When things go right, share two things - glory and praise.

### Make it a priority to value the meaning of accountability.

People appreciate and respect consistency not only in verbal, but non-verbal communication as well. The foundation of a trustworthy message begins with the unwavering model you exemplify.

Finally, when conveying a message, always be aware of the fluctuations of sounds flowing from your voice and the energy and enthusiasm demonstrated through body language and eye contact. It is smart to consider this idea often - it's not always what you say, it's how you say it that just may make the difference between being listened to and being heard. The magnitude of your influence can sway people one way or the other.

## The Value of Volunteerism

With the holiday season upon us, we are presented with many opportunities to share our time and talents, as well as our resources. From assisting in a soup kitchen to visiting the pediatric ward of your local hospital, the desire to bring joy to those in need tugs at our hearts during this most generous time of year.

We all know, however, the need for volunteers isn't confined to two or three months of the year. Becoming a well-balanced individual means acknowledging your role in the betterment of society. Awareness of the needs of your community and the willingness to volunteer your help are rewarding and important to maintaining your perspective.

Being generous to those less fortunate by giving of your time, energy and talents will enrich your life and improve the lives of those you encounter. It is also a way of showing your gratitude to the countless others who have made life better through their donations of time and effort in the past.

When you volunteer you're giving something back to your community by lending a helping hand to people and organizations. What you may not realize is that volunteering also benefits you as an individual.

Not only will you make new friends, have fun and uncover hidden skills and talents, you will increase your self-confidence and learn something about yourself, all while making a difference.

Volunteering begins by simply asking, "How may I help your cause?" Big or small, all of us can bring something special to each organization in need.

*This has been an excerpt from Paul's compelling, interactive curriculum A Hero Within, available for student or adult application. For more information please visit our website or call 501-868-8195.*



The Detroitier Magazine

## Vital Information

### Fun Facts

In 1907...

Only 14% of U.S. homes had bathtubs.

The average wage in the U.S. was 22 cents.

90% of all U.S. doctors had no college education.

Coffee was 15 cents a pound.

The population of Las Vegas was 30.

There were 8,000 cars in the U.S. and only 144 miles of paved roads.

### Thoughts to Ponder

In a recent poll of  
**DoSomething.org!**  
volunteers:

99% care about their community.

90% register to vote.

94% believe they can make a difference.

96% state they want to do more.

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"Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience and just plain love for one another."

-Erma Bombeck

"A volunteer is worth twenty pressed men."

-Proverbs

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