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The first quarter of 2015 has been one of our strongest periods yet! Working with thousands of individuals across the United States in various areas of service has been phenomenal. Several of the organizations Paul has had the privilege to partner with are highlighted in this newsletter. In addition to these stellar groups, he has had the honor of working with many, many students and educators through opportunities offered by education cooperatives and school districts across Arkansas. At this time, the team at Vital Communications, Inc. wants to express our continued appreciation for all of those individuals who continue to support Paul and believe in his message. Together, we are Making Today Count!

## VERNON COLLEGE

Teaching, learning, leading. This stated mission of [Vernon College](#) perfectly describes an institution dedicated to integrating education with opportunity through instructional programs and student support services, by means of both traditional and distance learning modes. With this in mind, the college provides access to career technical/workforce programs leading to associate degrees and direct employment in semi-skilled and skilled occupations, courses in arts and sciences, ongoing adult education programs, adult literacy and basic skills programs, and many more avenues within its available resources.



*President Mark Duckworth, Kale Sligh, & Paul  
2015 Optus Sales Kickoff*

## OPTUS

[Optus, Inc.](#) has a long, successful track record of improving business results through enhanced communication for customers across the United States. Business telephone systems—once its core offering—are just one piece of the overall product and services portfolio that Optus brings to market today. A company with over 20 years of experience providing customers with telecommunications remedies, Optus partners with some of the biggest and best technology manufacturers in the industry to provide the best of breed solutions.

Based in Jonesboro, Arkansas, Optus is a pioneer in the refurbished telecommunications equipment industry and has invested heavily in ISO and other quality programs. While the company has some of the best solutions available in the marketplace today, its team of tenured and knowledgeable professionals is what differentiates Optus from its competitors.



*President Dusty Johnston & Paul  
Vernon College*

Located in Texas, Vernon College promotes a culture of success through its shared values and commitment to accessibility, diversity, accountability, innovation, leadership, and student achievement. It is a constantly evolving institution, dedicated to effective teaching and regional enhancement. Vernon College is committed to providing a college atmosphere free of bias in which students can exercise initiative and personal judgment, leading to a greater awareness of personal self-worth. It strives to provide every student with opportunities to develop the tools necessary to become a contributing, productive member of society. Paul thoroughly enjoyed returning to Vernon College once again!

## **YOUNG DAIRY LEADERS INSTITUTE**

The [Young Dairy Leaders Institute](#) is a nationally recognized three-phase leader and communication skills development program for young adults (ages 22-45) working in the dairy industry with all breeds of cattle. Each participant develops top-tier skills and the personal network needed to succeed in today's dairy business. The cornerstone program of the Holstein Foundation, YDLI's approach ensures that participants develop and retain leadership skills that will ensure their success and benefit the dairy industry as a whole.

With areas of expertise in lifecycle management, asset recovery, and healthcare solutions, to name just a few, the company's well-placed pride is in "...the people you deal with who add value to each purchase, and the people behind the scenes that stand behind every order you place..." The importance Optus places on customer service is evidenced in its customer retention and consistent growth. Paul had the opportunity to witness this first-hand when he presented multiple presentations during the *2015 Optus Sales Kickoff*.

## **ARVEST BANK**

With a tradition of customer focus, the story of [ARVEST](#) is one of commitment started by its founders: an intense dedication to concentrating on the customer above all else. This philosophy has remained the same during ARVEST's growth from a small bank to a network of community banks able to provide a complete range of financial services. Beginning with the purchase of its first institution, The Bank of Bentonville in 1961, ARVEST today has more than 270 locations in 120+ communities. With assets in excess of \$14 billion, ARVEST is the largest bank in Arkansas.

One of the ways ARVEST serves the communities in which it operates is through the giving of time and resources. Each year ARVEST associates donate countless hours of their time in community service work: volunteering in local schools, participating in fundraising events, serving on nonprofit boards and committees, and assisting in disaster relief. ARVEST understands that being a community bank means being a part of the community, a responsibility it takes seriously. Staying true to these principles has been the common thread throughout the bank's history. "We will always be active and involved members of the communities we serve and we will work to put the needs of our customers first as we continue to fulfill our mission—People helping people find financial solutions for life." Paul was thrilled to have the opportunity to return to ARVEST and work with its team once again.

Focusing on individual leadership, growth, and personal development, Phase I offers learning objectives including the expansion of self-knowledge and personal relations skills, the development of a greater understanding and effectively addressing consumer and industry concerns, and enhancing presentation and media communication techniques to present a stronger image for the dairy industry. Class 9 recently completed Phase I during “Leadership Oasis,” held in Phoenix, Arizona.



*Young Dairy Leaders Institute  
Class 9 Member Londa Johnson & Paul*

The [Holstein Foundation](#) is headquartered in Brattleboro, Vermont. The Foundation’s education, leadership development, and outreach programs serve both youth and young adults across the country, fulfilling its vision of “A dairy industry with vibrant leadership!” Paul is thrilled to add this important foundation to his list of clients served.

## **AMERICAN FARM BUREAU FEDERATION**

In 1919, a small group of farmers from 30 states gathered in Chicago and founded the [American Farm Bureau Federation](#). Their goal: speaking for themselves through their own national organization. Farm Bureau soon became the voice of agriculture at the national level.

“The purpose of Farm Bureau is to make the business of farming more profitable and the community a better place to live. Farm Bureau should provide an organization in which members may secure the benefits of unified efforts in a way which could never be accomplished through individual effort.” This statement,



*Jim Walton, Shawn Karnes, & Paul  
ARVEST Mortgage Company 2015 Sales Rally*

## **ARKANSAS VETERINARY MEDICAL ASSOCIATION**

In a world where pets are considered family members more often than not, the [Arkansas Veterinary Medical Association](#) strives to promote animal health, public safety, and the human/animal relationship by providing education for its members, enhancing public awareness of veterinary medicine, and serving as an advocate in governmental matters.

The association serves veterinarians in a multitude of avenues at numerous levels, including the Arkansas Veterinary Medical Foundation, created and funded by ArVMA. This foundation provides support and promotion for the veterinary profession. In addition, the foundation offers scholarships to Arkansas veterinary students studying out of state. These scholarships are based on need and performance in addition to scholastic ability. In every manner of speaking, the Arkansas Veterinary Medical Association truly ensures that the best interests of veterinarians across the state are served, and served well! Paul is delighted to be developing such a strong relationship with this outstanding association.

originally approved in 1920 by Farm Bureau members, holds true today.

While issues and challenges have changed for America's farmers and ranchers over the past nine decades, the mission and goals of Farm Bureau have remained true to that spirit. Farm Bureau members have become more vocal in speaking out on issues of concern for the nation's farmers and ranchers. AFBF is the unified national voice of agriculture, working through grassroots organizations to enhance and strengthen the lives of rural Americans and to build strong, prosperous agricultural communities.



*American Farm Bureau Federation  
Representatives & Paul*

AFBF is an independent, non-governmental, voluntary organization governed by and representing farm and ranch families united for the purpose of analyzing their problems and formulating action to achieve educational improvement, economic opportunity, and social advancement, to thereby promote the national well-being. Farm Bureau is local, county, state, national, and international in its scope and influence, and is non-partisan, non-sectarian, and non-secret in character. The American Farm Bureau Federation is the voice of agricultural producers at all levels, and an organization Paul was honored to share his message with.



*ArVMA Executive Director Maggie Milligan,  
Karen Sherman, & Paul*

## **NORTH ARKANSAS ELECTRIC COOPERATIVE**

Incorporated in 1939, [North Arkansas Electric Cooperative, Inc.](#) energized its first line on June 6, 1940. As an electric cooperative, NAEC is a private independent electric utility owned by the members it serves and governed by a nine-member board of directors elected from the membership. The board sets policies and procedures that are implemented by the cooperative's professional staff.

North Arkansas Electric Cooperative is one of seventeen distribution cooperatives located in Arkansas. Ranked 5th in the state, NAEC serves approximately 36,000 member accounts in Northern Arkansas. With over 4,500 miles of power line and 27 different substation sites, North Arkansas Electric Cooperative provides electric service in parts of seven different counties. Headquartered in Salem, Arkansas, NAEC operates two other full service offices located in Ash Flat and Mountain Home. Paul thoroughly enjoyed traveling back to Salem to once again work with the dedicated individuals of NAEC.



*North Arkansas Electric Cooperative, Inc.  
CEO Mel Coleman & Paul*



## Spotlight

### Know Your Nation

#### **VERMONT**

The first state to join the Union after the original 13 colonies, [Vermont](#) stands out as an emerald in the crown of New England. With a land area of only 9,217 square miles—76% of which are forested—Vermont boasts nearly 1,000 dairy farms, is the country's number one brewery state per capita, and is the lead producer of maple syrup in the nation.

#### **Facts worth noting:**

- Vermont was the first state to abolish slavery in its constitution.
- Two U.S. Presidents hail from Vermont: Calvin Coolidge and Chester Arthur.
- The smallest state capital in the U.S., Montpelier is the only capital in the country without a McDonald's restaurant.

## Live Life Like You Mean It

With each morning arrives a new day and the prospect of pursuing as much from life as it truly offers. **Live life like you mean it, or get out of the way.** This is an age-old adage I've heard throughout time; however, quite often it seems difficult to comprehend. We create exciting plans, set fresh goals, make new resolutions, and then somewhere along the line, we forget what we originally set out to accomplish. I would venture to say this pattern has eluded very few. Whether it comes from being passive, unmotivated, too busy, or just plain lazy, the end result is consistent—good intentions lacking effective follow through.

I have the tendency to believe that on some days we make life a little more difficult than it is intended to be. Three words that might help: Keep Life Simple. Make a plan and work the plan, then move on to the next task at hand. [more from Paul's Blog...](#)



## Thoughts to Ponder

- Vermont is one of the top producers of U.S. Olympic skiers and riders in the nation.

- Lake Champlain covers 435 square miles, 212 miles of shoreline, and is home to “Champ,” the fabled lake monster.

- Though relatively small in land mass, Vermont has more than 7,000 miles of rivers and streams and is home to 3,000 moose, 6,000 black bears, and 45-50,000 turkeys!



## Expand Your Vocabulary

### Meritocracy mare-a-tock-re-see

1. A system in which the talented are chosen and moved ahead on the basis of their achievement

2. Leadership selected on the basis of intellectual criteria

## Order Today!

During a time when our world is in need of more encouragement than despair, more radiance than gloom, the collection of Paul’s original photographs and quotations presented within the covers of *Discover the Now* is meant to stir a fury of inspiration. Now available in our online [catalog](#), this beautifully presented hardbound book will be a delightful addition to your library. Order your signed,

*“Whoever is happy will make others happy, too. He who has courage and faith will never perish in misery.” ~Anne Frank*

*“There is little hope for us until we become tough minded enough to break loose from the shackles of prejudice, half-truths, and down-right ignorance.” ~Martin Luther King, Jr.*

*“Every individual has a place to fill in the world and is important in some respect, whether he chooses to be so or not.” ~Nathaniel Hawthorne*

## Watch Paul on YouTube

In addition to the selection of clips included in his website media gallery, many of Paul’s videos are posted on [YouTube](#). When you have a moment, click on the picture below to check out a segment of one of Paul’s recent appearances on KLRT FOX16’s *Good Day Arkansas*. If you haven’t yet visited Paul’s channel, please stop by and take a look today!



## Follow Paul on Twitter!

After much encouragement by many of Paul’s clients and friends, he has ventured into Twittersphere! Combining his love of photography with his talent for penning quotes, Paul is enjoying sharing both while learning the ins and outs of tweeting. He encourages your interaction and feedback on this fun way to connect! [Follow @PVitaleSpeaks](#)

first edition of Paul's newest book today!



For an inside look at a sampling of his breathtaking photographs and Paul's inspiring quotations, visit [Discover the Now](#).

### **Did You Know?**

Our newsletter photographs are always links to additional information. Take some time to explore and increase your knowledge base!



### **Like Us on Facebook**

For those of you who are friends of Paul on [Facebook](#), you're familiar with his weekly postings of both trivia and inspiring quotations. If you have a favorite quote or suggestion that you'd like to share, send it to Paul and he'll consider including it in "TUESDAY'S TIME OUT" or "THURSDAY'S THUMBS UP"!

### **Book Paul Today!**

As you continue gathering information for your next event, Paul and his team at Vital Communications, Inc. are on standby to assist. Whether motivating, team building, facilitating, or educating others, Paul will bring his knowledge and professionalism to your organization. For specific information on Paul Vitale, visit our online [brochure](#) or call 501-663-1454 to speak directly with Paul!

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