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## WORKING TOWARD ADVANCEMENT

Many organizations exist to better the lives of others, often without the masses realizing the impact such institutions are making. A voluntary association of counties, cities, school districts, and special districts within the fourteen-county East Texas region, the East Texas Council of Governments is just such an organization; assisting local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. Either directly, or through their contractors, ETCOG provides programs and services for East Texas seniors, employers, and job seekers.



*East Texas Council of Governments  
Representatives with Paul*

The East Texas Council of Governments Workforce Solutions East Texas Board recently hosted their 9th Annual Conference for Youth Professionals at the University of Texas in Tyler. It was exciting for Paul to have the opportunity to present two of his most requested



## LEADERS ON THE RISE

The Arkansas FCCLA Association is a state affiliate of the national organization of Family, Career and Community Leaders of America, Inc. With a mission to promote personal growth and leadership development through Family and Consumer Sciences education, FCCLA is the ultimate leadership experience. Focusing on the multiple roles of family member, wage earner, and community leader, members develop skills for life through character development, creative and critical thinking, interpersonal communications, practical knowledge, and career preparation. Paul recently had the pleasure of presenting the conference opening session during the Arkansas State Leadership Conference at the University of Central Arkansas.

“Spending the last two days with the rising stars of Arkansas FCCLA was simply amazing,” said Paul. “It was truly my privilege to exchange knowledge, enthusiasm, and energy, all while sharing a great time. Thank you to the delegates and advisors for making me one of you, and for teaching me a thing or two as well! I wish each of you every success as you continue blazing your paths!”

## OUTRAGEOUS SERVICE

presentations to this outstanding group. “The concern and dedication demonstrated by the youth practitioners in attendance was a powerful display of hope and leadership,” declared Paul. “As these adults take the ideals set forth in the conference back to their communities, we can be assured that they will continue to position the youth they impact daily to succeed!”

## MAKING CONNECTIONS



*National Tour Association Delegate  
Jay Smith with Paul*

Over 4,000 tourism professionals from around the world gathered recently in Los Angeles during the National Tour Association Travel Exchange '14. A combination of NTA's convention and the United Motorcoach Association's EXPO, Travel Exchange is a key industry event like none other.

Paul had the pleasure of presenting two education sessions during this pivotal week in the travel industry. Recognizing that the heart of this event is the power of people coming together, Paul shared innovative ideas and concepts through his workshops, “The Wow Factor—Presenting with Ease” and “Sell With Confidence—Unlock Your Potential Management Solutions.” At the close of the gathering, Paul relayed the following sentiments, “To those at NTA who have trusted in my message for the last number of years, thank you very much. It is my hope to find my way back to one of your industry events in the very near future. Continue bringing the world together!”

Having the opportunity to work with the largest health insurance agency in the state of Arkansas recently was a great privilege for Paul. Led by Greg Hatcher, one of the top 12 insurance agents in the United States for each of the last eight years, the Hatcher Agency not only provides outrageous service, its staff epitomizes their motto, “Our Attitude is the Difference!”

Greg Hatcher started his agency on the principal that offering clients the Most Outrageous Service possible is absolutely the only way to conduct business. At the end of the first year, Greg had produced more insurance in his first year of business than any agent in the state of Arkansas. Three years later in 1993, The Hatcher Agency was named Arkansas' Small Business of the Year by *Arkansas Business*, and The Hatcher Agency was the largest health insurance agency in the state of Arkansas. Greg and The Hatcher Agency have been the number one producer since, leading the state of Arkansas in health insurance sales every year since they started business in 1990. The Hatcher Agency is now 20 years strong and the philosophy remains the same: The customer is KING at The Hatcher Agency.

Thank you to Greg and his team for welcoming Paul into their offices, and congratulations for being voted the “Best Corporate Insurance Firm” by *Arkansas Business* 10 years in a row!



## 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!



## Spotlight

### Know Your Nation

#### Utah

**Utah's** majestic mountains, lakes, and deserts were first explored by man 12,000 years ago. Archaeological sites have been identified in all corners of the state, illustrating that the ancient people of Utah were able to adapt to extreme geographical variations. The 45th state to enter the United States, Utah was named after the Utes, a native American Indian tribe.

#### Facts worth noting:

- Of the 84,916 square miles comprising this beautiful state, 65% is owned by the federal government.
- Great Salt Lake covers an area of 1,060,000 acres and has an average elevation of 4,200 feet.
- Reva Beck Bosone (1895 - 1983) is considered one of the 10 most influential Utahns of the 20th Century. A one-time high school teacher who became Utah's first woman member of Congress and one of its first female lawyers, Bosone was indefatigable in her campaign to raise the image of women in politics and public office.

### Expand Your Vocabulary

**Virescent**  
*vuh-RESS-unt*

Beginning to be green;  
greenish.

*With spring's arrival, buds*

## Broadcasting Excellence

The Television Broadcasters of Arkansas play an integral part in bringing the world to Arkansas, and Arkansas to the world. Recently, Paul had the pleasure of presenting his newest workshop to this esteemed group, discussing the strategies of "Office, Email, & Social Media—Etiquette for a New Age." In this thought-provoking training, Paul shares ideas and strategies to keep one's persona and reputation intact. Concepts such as understanding your multiple roles and how to maintain separation; working your way through generational differences when it comes to accepted behavior; utilizing social media within company policies to expand your brand; exercising respect and loyalty toward your company and coworkers; facilitating business relationships through social media; and crafting a positive interactive experience for clients, colleagues, and friends, are each explored during this interactive presentation.

The evolving landscape of electronic tools has taken personal as well as professional communication to a new level. The opportunity to share information instantaneously with a client, colleague, or friend—two doors down or halfway around the world—through email, social media, and texting not only broadens our possibilities for success; it exponentially expands the potential for a negative interactive experience as well, and quite possibly a faux pas that can end a friendship or career. Regardless of the tools employed, learning how to practice proper etiquette in the digital age will not only guarantee positive results, it can hasten professional success. For information on how this dynamic workshop can benefit your organization, [contact](#) Paul today!



*Members of the Television Broadcasters  
of Arkansas with Paul*

## 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

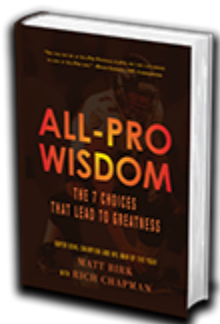
*formed on the bare trees,  
infusing the stark branches  
with a slight virescent tint.*

## [Now Available!](#)

**Discover the Now**, Paul's personal collection of original photographs and quotations, is now available in our online [catalog](#). This beautifully presented hardbound book will be a delightful addition to your library. Order your signed, first edition of Paul's newest book today!



While visiting our virtual store, take a few moments to explore the newest addition to Paul's catalog, [All-Pro Wisdom: The 7 Choices That Lead to Greatness](#). Written by NFL Man of the Year Matt Birk along with Rich Chapman, this insightful book features interviews with eight All-Pro NFL players and takes you on a journey to propel your life to a new level.



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](#)

## [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!"

## [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](#). Check out the newest additions of Paul's monthly segment on KLRT Fox16's "Good Day Arkansas" along with his corporate and sports highlight reels. If you haven't yet visited Paul's channel, please stop by and take a look today!

## [Make Today Count!](#)

Each day we have the opportunity to influence those around us—positively or negatively. Through our actions, we impact others in things large and small. As you hurry through your day, take a moment to offer a helping hand to someone you encounter by chance.

Perhaps you can hold the door or elevator for that individual who can't walk quite as quickly as you; the extra few seconds out of your day are minimal in comparison to the gratitude they will feel. Saying hello as you pass a stranger in the post office can influence them to pass it on...and share a smile in the process. Stopping long enough to answer the simplest question from an inquisitive child may encourage a lifetime of learning.

The smallest actions truly can make a positive difference in the world around us. We may not be able to alter the course of history, but we can make today count for something spectacular in this chapter of our own unique lives!

Vital Communications, Inc. appreciates the opportunity to send you our enewsletter. If you wish to be removed from our list, please send a blank e-mail to: [vitale@aristotle.net](mailto:vitale@aristotle.net) with "UNSUBSCRIBE" in the subject.

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