

Networking at SME



SALES & MARKETING EXECUTIVES

3100 East 45th Street, Suite 202
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The ROI of your membership in SME is more valuable than the cost to join. Reap the benefits of membership with attendance at luncheons to hear great speakers and learn business secrets, participate in SME-U or join a Business Connection Group, develop business leads, network and more! For more information on membership visit the SME website at www.SMECleveland.com



SALES & MARKETING EXECUTIVES

Connections for Success

Quarterly Newsletter • September 2008

Business Executive of the Year

Sales and Marketing Executives of Cleveland, the region's oldest networking and sales organization, is pleased to announce that Scott A. Wolstein, Chief Executive Officer and Chairman of the Board of Developers Diversified Realty, has been chosen as the 2009 Northeast Ohio Business Executive of the Year.

Mr. Wolstein and about one dozen other notable Northeast Ohio business executives will be honored at SME Cleveland's 48th Annual Distinguished Marketing and Sales Awards on February 12, 2009 at the Silver Grill at the Ritz Carlton.

The Business Executive of the Year award dates back to 1962 and includes a list of the region's top power players including 2008 recipient Sandy Cutler of Eaton Corp., and 2007 recipient Dr. Toby Cosgrove of the Cleveland Clinic Foundation. Chairman of the Board since 1997, Mr. Wolstein is noted for his global vision

for DDR, his numerous community and executive board leadership roles and his dedication to growth and prosperity in his hometown region.

The DMSA is the profession's premier honor to acknowledge excellence and provide community recognition for outstanding sales and marketing achievements. Selection criteria are based on the demonstration of the highest business, professional and ethical standards, including sales achievement, customer development, leadership skills, and community and professional involvement.

The deadline to nominate a local business person who fits this image is November 30, 2008. Reservations for the February 12 event will be taken on a first come, first served basis and space is limited. Please call 216-341-7632 for additional details.

- Mike Maleski

SME Education Foundation President



Scott A. Wolstein

New Members

Bob Lempke
Salesforce.com

Kevin Disbrow
Sun News/Plain Dealer

Thomas Osco
PASCO, Inc.

Julia Fisher
Western Medica

Larry Steinbacher
Proforma Steinbacher & Associates

Kelcey Lehrich
Skylight Financial Group

Steve Volchko
I-X Center

David Kuhner
Advanced Marketing Strategies, LLC

Ralph Tomassi, Jr.
Ashland University

Thomas Seddon
Ashland University

Jill Bernaciak
John Carroll University

Amber Muslusky
Wyndham Cleveland at Playhouse Square

Gregory Surtman
Corporate College

Marc Frate
Corporate College

Albert Lewis
Corporate College

Byron Thompson
Good Karma Broadcasting

Keith Williams
ESPN 850 WKNR

Chris Brogan
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David Goldberg
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Advanced Marketing Strategies, LLC

Paul Hanisko
Master Printing Company

Chris Tipton
Cleveland Gladiators

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SALES & MARKETING EXECUTIVES

From the President...

Have the courage to believe in yourself!

It is often said that sports parallels life. As a member of the Cleveland Indians front office, I get to see that play out in different ways every day. This year I have witnessed an amazing testament to the power of believing yourself.

Last season one of the keys to our team, left-handed pitcher Cliff Lee, suffered a rib injury during spring training that sidelined him for the start of the season. When he came back, he was out of sync, and never really recovered. The low point of his season came when he was sent to the Minor Leagues in July. This was a man who had one of the best records in baseball over the past few seasons, was making \$5 million dollars per year, and here he was pitching in AAA! His health was fine by this point, but he simply looked lost.

Fast-forward to 2008. Lee came to spring training more determined than ever to prove the prior season was a fluke. He started spring training fighting for a spot on the Big League



Mike Mulhall

roster. By the time spring training ended, he was the talk of camp, and he has never looked back. He ended up being the American League's starting pitcher in the 2008 All Star game and is currently 22 - 2 ... the first major league pitcher in 18 years to have won 20 more games than he has lost.

The real story (and lesson) here is that Lee is not throwing any harder than last season, nor did he pick up a new pitch, but he is supremely confident in his ability this year. Watch him pitch. His body language sends a clear and consistent message each time he pitches: "I believe in my ability, I have worked incredibly hard to prepare for this game, and I am going to beat you!"

Think about how confidence can affect your performance. When you make a sales call or marketing presentation, does your body language tell the listener that you are 100% confident in what you are saying. People can see it in your eyes and hear it in your voice, and it makes a difference.

- Mike Mulhall

Increase Your Personal ROI

Today's business environment is fast paced and sophisticated. It begs us to become better at what we do. To be a successful player we must get involved and participate. I'm suggesting that when you involve yourself and participate in SME events and workshops you will get an increased ROI on your membership. When you joined SME Cleveland, you had a reason and expected to get something in return. Relationships, knowledge, peer socializing, business leads or opportunities were maybe some of the reasons. Has your company's (or your) dollar investment produced worthwhile returns? Or are you belonging to be able to put another association's initials on your resume or letterhead. Every workshop

I have attended I have left with "a keeper". Every BizCon meeting I've gone to, I have created a new business relationship...or strengthened an existing one. Every luncheon has left me full...not just food but with camaraderie that helps us all to be a better player in the sales and marketing arena. With your involvement and participation, SME Cleveland and your career will grow.



Mel Hauser
SME Cleveland member

Spring into Fall by joining a Business Connections Group

SME offer two weekly networking groups where SME members get lucrative business leads, learn industry tips and make lifelong contacts. Visit one or both groups and you'll know why it's the "Ultimate Networking Opportunity."

SME Downtown Business Connections

The Downtown Business Connections group of SME Cleveland is currently in a growth mode and actively looking to expand. The current group is dynamic and energetic and we are looking for more members that share our same vision and enthusiasm. The group meets bi-weekly on Wednesday mornings at the Juniper Grill on Carnegie Avenue from 8am - 9am. For more information on membership or if you or anyone you know would like to join the downtown BizCon, please contact Group Leader Greg McBride at 440.826.3676 or via email at gmcbride@allenthomasgroup.com.

SME Eastside Business Connections

The SME BizCon East Group has a great line up for the fall full of special presentations and field trips. 20 members strong, we come together in the spirit of partnership in sharing leads and professional development. We've hosted great guest presenters like Jumpstart, Beachwood Mayor Merle Gorden and motivational speaker Marvin Montgomery.

Our group is a seasoned group of sales and marketing professionals whose professions range from banking & hospitality to computer consulting and Public Relations. This group is dedicated to the success of its fellow members. Come visit our group and learn about another great benefit of your SME membership.

The Eastside Business Group meets every Wednesday morning in the conference room at 23240 Chagrin Boulevard, Building 4. For more information contact Hank Frisch, group leader at hank@teampromotions.com.

What A Lunch

SME Cleveland kicked off its opening lunch with Brett Reynolds of the Cleveland Browns.

If you missed Monday, September 22nd's networking lunch you missed a lot! Over 140 attendees enjoyed an informative and entertaining presentation by Brett Reynolds, Vice President of Sales and Marketing for the Cleveland Browns.

Special thanks to the Cleveland Indians, House of Blues, Cleveland Cavaliers, Cleveland Browns and Cleveland Gladiators for fantastic door prizes!!!

Lunch sponsored by:



Upcoming Events

- October 15.....SME-U featuring John Kolencik
- October 27.....SME Luncheon Kristie Van Auken of Akron-Canton Airport
- October 30..... Business After Hours Budapest Blonde
- November 12.....SME-U featuring Kordell Norton
- November 17.....SME Luncheon Lance Tyson of Dale Carnegie
- November 20..... Business After Hours Brothers Lounge
- December 1st DEADLINE for DMSA Nominations



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