



# SALES PROMOTION ASSOCIATION, INC.

MEETING NOV. 17, 2006

ATTENDANCE

19

BUSINESS TO

21

LEADS

12

THANKS

28

**ANNOUNCEMENTS:** This was the last meeting at L'Hirondelle Club. The next meeting will be held at the Country Club of Maryland on e. Stevenson Lane on Dec. 1<sup>st</sup>. No meeting until then. It was decided not to have meetings on Dec. 22<sup>nd</sup> and Dec. 29<sup>th</sup>. The first meeting in January will probably be at G&G Catering on Jan.5<sup>th</sup>. The next will be our Christmas party on Jan 13<sup>th</sup>, which Jeff Little has very generously offered to let us have at his beautiful home. Treasurer, Frank Semon, announced that all but two members are paid in full and that we should have about \$1,700 in the bank to pay for our Christmas party.

Our favorite waitress, Anne, stopped by to say "Goodbye". The club is giving her \$100 for taking such good care of us this past year.

Bill Kaestner has resigned from the club due to lack of time. The whole purpose of the club is to get every member to the point where he is doing so well he doesn't need leads anymore and Bill's business has increased to that point.

**SPEAKER:** Rick Donovan of Chesapeake Office Supple, Inc. , age 54, has a wife, two kids and lives in Homeland. His first love, after his family, is golf. He spent caddying on the Tour , an experience never to be forgotten. He was with his former employer for 20 years until they got out of the office supply business. He promptly got out of them and joined Chesapeake four years ago. Rick talked of the big changes in selling in the past 25 years. He enjoyed it more back when he had a lot

more personal contact with the clients and did many cold calls a day. Now most of his clients order direct over the Internet. He still maintains personal contact and will find and deliver promptly special items that they require out of the ordinary endearing himself to them. After 9-11 it has become very difficult to get in to see new clients. Personal referrals have become invaluable. This is where we can help Rick. If you know a growing business call Rick at 410-646-0600X116 and you will be doing a favor to your friend or client.

**50/50 WINNERS:** Tony Bedone won the \$\$ and Ted Prevost the stapler donated by Rick Donovan.

**SPEAKER ON DEC.1<sup>ST</sup>:** Fred Myers of Broadway Transport Services.

The speaker on Dec. 8<sup>th</sup> will be the senior vice president of Legg Mason, Ernie Kiehne.