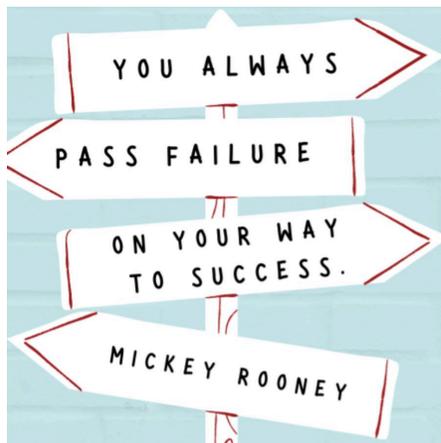


## ASAE Monthly Newsletter



## ASAE MONTHLY LUNCHEON - August 16th

**Tuesday, August 16th at 11:45 AM**

Hilton Garden Inn West Little Rock  
10914 Kanis Road

**Failing Better.** Nearly everyone who tries something new, seeks to grow or aspires to be the best will fail along the way. Our speaker, Dr. Phillip McClure, will help us learn how to fail better.

[Registration ends Tuesday, August 9th!](#)

REGISTER TODAY



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## WELCOME NEW ASAE BOARD

President: Kelley Erstine, Independent Insurance Agents of Arkansas  
Vice President : Luke Story, Arkansas Broadcasters Association  
Secretary/Treasurer: Ashley Wimberley, Arkansas Press Association  
Immediate Past President: Kevin Steele, Arkansas Homefurnishings Association  
Rachel Bunch, Arkansas Health Care Association  
Cody Burkham, Arkansas Cattlemen's Association  
Kelly Cargill Crow, Arkansas Trucking Association  
Michelle Kitchens, Arkansas Center for Health Improvement  
Jeff Pitchford, Arkansas Farm Bureau Federation  
Jay Robbins, Arkansas Bar Association  
Sanaida Goodner La-Grone, Marriott Little Rock

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## THE NEW ASAE DIRECTORIES ARE IN! Get yours at the August Luncheon!



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## RANCH KIDS HEAD BACK TO SCHOOL

On August 22nd our friends at Arkansas Sheriffs' Youth Ranch will send their Ranchers back to school. As the costs of living continue to rise, the process of sending so many children back to school becomes increasingly difficult. Please consider [making an online donation or donating supplies](#) to help a Rancher have a

great school year.

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## 2022 AWARDS WINNERS

ASAE recently presented the [Ken Graves Memorial Award](#) to Vicki Farmer, CAE, IOM, executive director of the Arkansas Optometric Association, at our annual convention in Bentonville.

Farmer has been the Executive Director of the Arkansas Optometric Association for 14 years and is a past President of the International Association of Optometric Executives and ASAE.

At the event, ASAE also presented the following awards:

Emerging Leader – Luke Story, Arkansas Broadcasters Association

Partner of the Year – DeShay Major, Conference Technologies, Inc.

Excellence in Communications - Arkansas Bar Association and Big I Arkansas



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## UPCOMING ASAE EVENTS

Luncheon: Tuesday, September 20th at Aloft Hotel West Little Rock

Luncheon: Tuesday, October 18th at Delta Hotel

Luncheon: Tuesday, November 15th at Hilton Garden Inn Downtown

Holiday Party: Tuesday, December 13th at Little Rock Marriott



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## Member Shout Outs

Executed a perfect meeting? Helped save your social media campaign? Referred the perfect match? Thank your fellow members! Sharing a shout-out is a great way to recognize fellow ASAE members for their work and talent. We'll recognize shout-outs in the next newsletter!

SHARE YOUR SHOUTOUT



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## Thank you to our 2022 Partners!

### **Premier Partners:**

Fort Smith CVB  
Fort Smith Convention Center  
Little Rock CVB

Visit Hot Springs  
Visit Rogers

**Preferred Partners:**

Conference Technologies, Inc.  
Holiday Inn & Convention Center NWA

**Patron Partners:**

Doubletree Little Rock  
Explore Branson Meetings  
Embassy Suites by Hilton Hot Springs Hotel and Spa  
Embassy Suites Little Rock  
Embassy Suites NW Arkansas Hotel, Spa & Convention Center  
Experience Fayetteville  
Fairfield Bay Conference Center  
Fayetteville Town Center  
Harrison CVB  
Gulf Shores & Orange Beach CVB  
Hotel Hot Springs  
Tunica CVB  
Visit Bentonville  
Wyndham Fort Smith  
Wyndham Riverfront



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