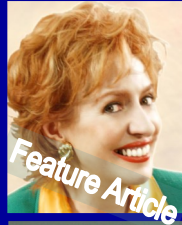


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## **Feature Article** *To Tweet or Not?* by Theresa Behenna

Are you all a-Twitter about social media networking?  
Are you Linked In to the world and wondering why?  
Are we on the same page with Facebook?



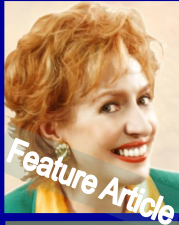
As a self employed motivational speaker, emcee and entertainer I'm supposed to stay current with the trends so I can sound hip on stage. But I have to admit I was scratching my head with all the buzz around this use of technology. What's the point? Who has time? Recently I heard Barbara Walters has 250,000 followers on Twitter. I have twelve. Guess I need to get on national TV for twenty years to enlarge my Twibe so they can hear what I had for lunch. Whazzup with these Tweeple? Don't they have lives of their own?

Eventually I heard so much about it from my web designer to TV news programs that I attended a Power Skills Seminar to learn how to grow my speaking business and see what all the Twitter was about. Smart move. I have now changed my mind and joined the band wagon.

Basic FYI for baby boomers: Social media has replaced marketing the way we once knew it. Back when the earth was cooling (2001) we went to networking events,

*...Theresa's Article continued on page 2...*

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*...Theresa's Article... continued from page 1*

distributed fliers, mailed postcards, handed out business cards and paid big bucks for small blurbs in magazines. Although nothing is as impactful as the personal human touch, say hello to a new way of networking and doing business. Companies are posting jobs, people are posting pictures, profiles and resumes and a gazillion new doors are at your fingertips ready for you to open. This is the new wave you'll definitely want to catch 'coz it's not just cool – it's here to stay.

Maybe I'll use my next emcee gig to get followers fascinated about my life in the spotlight.....you never know, it could be The Next Big Twend.

.....

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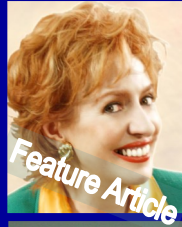
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# TERESA BEHENNA

CHANGE

## *Not Just for Fun*

If you want more fluff 'n' friends sign up with Facebook. Post pictures and be careful...the world can see you! Business opportunities are here too so watch your image and mind your manners.



People are talking about Theresa...

*"Kept entire audience attentive... Delightful!... Left feeling very good... Thoroughly enjoyed the information and the music!... Very knowledgeable and fun... Very friendly... Positive interaction with the whole group... Music was great... Very well prepared... Have her back again!"*  
Participants at TESA Summer Work Conference

### ABOUT THERESA BEHENNA:

*This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.*

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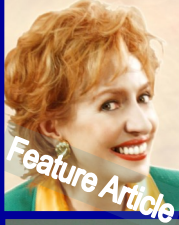


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# TOM BRITTON

SALES & MARKETING

## *Taking Orders?*

Are you an order taker or a consultative sales person?

If you are merely filling customer requests you are most likely missing out on some valuable opportunities.



People are talking about Tom...

"Successful salespeople are not the easiest to entertain and relay a message to as well as you did. When I say your presentation hold everyone's attention so keenly, I had to write and thank you once again."

Windsor Consultants

### ABOUT TOM BRITTON:

*Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated ...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?*

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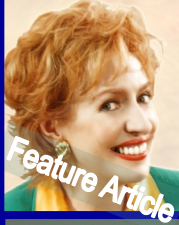


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# PEGGY MORROW, CSP

CUSTOMER SERVICE

## *Honestly!*

Avoid saying, "honestly." It will make your customers wonder if you have not been honest with them before and doubt your integrity and that of your organization.



People are talking about Peggy....

"Peggy works with a high energy level and creates an enthusiastic environment for the session. Participant feedback, both written and verbal was very positive."

Brooks. G. Franklin Jr., Agrico Chemical-Faustina Plant

### ABOUT PEGGY MORROW:

*For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.*

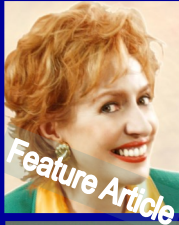
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# SUE PISTONE

ORGANAZATION

## *Dreams Come True*

Create a dream book or dream poster of all the things you want in life and look at it everyday. You will be amazed at the direction your actions take you when your thoughts are focused in the direction of your dreams.



People are talking about Sue....

"Thanks to Sue Pistone we finally have a workable system for our files and records. It's easy to use, and we can actually find those files quickly."  
Patricia Bradley, Owner, Bradley's Art & Frame

### ABOUT SUE PISTONE:

*Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.*

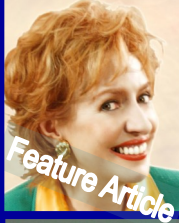
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# WILLA DECKER

HEALTH & WELLNESS

## *Really Listen*

Really listen to what your friends tell you.



People are talking about Willa....

"I cannot even begin to thank you enough for the motivating and inspiring presentation at the Texas Nurse Practitioner Foundation Valentine Gala. The crowd was about 50% "civilian" and EVERYBODY raved about you the entire evening (of course, we knew they would!). You have a special gift of knowing what to say to make us all feel better about ourselves and life in general."

Terry D., Texas Nurse Practitioner Foundation

### ABOUT WILLA DECKER:

*Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.*

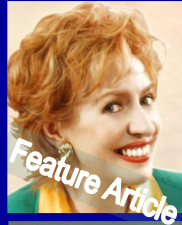
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# WAYNE SPRINGER

LEADERSHIP

## *Dealing with Uncertainty*

Leaders rarely have either the blessing or the gift of knowing all the facts of a given situation, or knowing what the future holds. Yet leaders routinely have to make decisions about a situation without that knowledge.



The solution lies in the leader's applying a mixture of good judgment, experience, input from smart and trusted outsiders, and focusing on the ultimate goal.



People are talking about Wayne....

"Wayne was just fantastic! This is very valuable information to me and I can start using this knowledge next week to make money!"

Mike Marchev, Marchev Seminars Corp.

### ABOUT WAYNE SPRINGER:

*When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.*

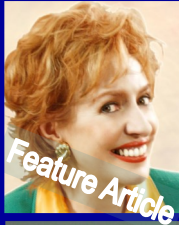
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# DONNA FISHER, CSP

NETWORKING

## *Don't Wait for a Need*

Networking involves keeping the communication lines open. Don't wait until you have a need to call someone for help.

Stay in touch so that when you have a need, making that phone call for help is easy.



People are talking about Donna....

"You have a unique way of connecting with your audience, making them feel comfortable and encouraging them to participate. Thank you for making us all better individuals and better relationship builders."

S. Morgan, Hewlett Packard

### ABOUT DONNA FISHER:

*Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.*

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