# **ASAE Monthly Newsletter**





## **February Luncheon**

Tuesday, February 20th 11:45 AM Vines Center/Arkansas 4H

## Thinking Like a Content Creator: Repackaging Your Content!

Do you want to learn how to breathe new life into your existing material and engage your audience in innovative ways? Look no further! Brandon Mathews with UofA Economic Development will discuss how to repackage your existing content to maximize its impact!

## **REGISTER TODAY**

Sponsored by Premier Partners Fort Smith Convention Center and Fort Smith Convention & Visitors Bureau



## Thank you to our 2024 Partners!

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If you want to be a part of this awesome group, there is still time. Email Leigh

# Need to renew your 2024 membership? <u>Login</u> today or <u>email</u> <u>Leigh</u> for your paperwork.

# Membership must be renewed by March 15th

Associate Members: Before renewing, consider a <u>partnership</u> for best value!



## 1/3 of all Americans are part of the Association Community

In virtually every business sector and industry, associations mobilze millions to turn change into progress one step at a time. <u>Learn what national ASAE does to promote the Power of Associations.</u>

Looking for powerful ideas for your podcast or ideas from associations in other states? Here are a few great SAE-related podcasts:

Indiana SAE – You Should Hear This

Michigan SAE – Insight

Texas SAE – Better by Association

Virginia SAE – VSAE ConneXions



## Office Space Available at Arkansas Press Association

## **Available Now!**

580 square feet of office space close to the Arkansas State Capitol. Parking and use of conference room and kitchen included.

## **Contact Ashley Wimberley if interested.**

If you have annoucements and updates for ASAE to share, please email us!

## 2024 ASAE Event Calendar: Don't miss a month!



# **U.S. Chamber of Commerce Small Business Update**

Despite headlines throughout 2023 forecasting a recession, recent data has indicated economic growth over the previous year. For many small businesses, this means increased demands and thriving local economies. However, with inflation at a level not seen in 40 years, the economy isn't in the clear yet.

During the recent CO— Small Business Update event, experts from the U.S. Chamber of Commerce discussed the changing economy and shared strategies for small businesses to succeed in 2024. Read more here.



## **Trade Show Industry Trends in 2024**

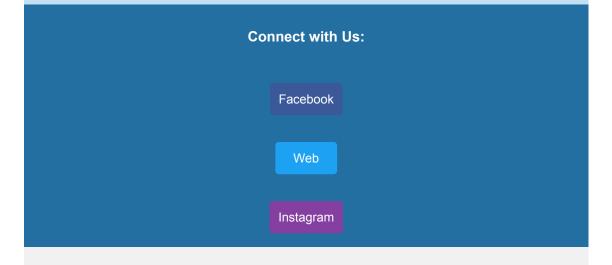
As we step into 2024, the trade show industry continues to evolve, driven by technological advancements, shifting consumer behaviors, and global economic changes. Trade shows have always been a vital platform for businesses to showcase their products, connect with industry peers, and stay up to speed on the latest trends. Click <a href="here">here</a> to explore key trends shaping the trade show industry in 2024.

Save the Date for ASAE's Trade Show: Tuesday, May 21st



## **Contact Info:**

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