

## 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!

### **Premier Partners:**

Destination Rogers  
Fort Smith CVB  
Fort Smith Convention Center  
Little Rock CVB  
Visit Hot Springs  
Winthrop Rockefeller Institute

### **Premier Corporate Partner:**

Atrium Hospitality Arkansas Collection

### **Preferred Partner:**

CTi

### **Patron Partners:**

The Arlington Hotel  
Doubletree Little Rock  
Embassy Suites by Hilton Jonesboro Red Wolf Convention Center  
Experience Fayetteville  
Explore Harrison  
Gulf Shores & Orange Beach CVB  
Horseshoe Tunica  
Hotel Hot Springs  
Little Rock Marriott  
Oaklawn Racing Casino Hotel  
Tunica CVB  
Visit Bentonville  
Wyndham Fort Smith  
Wyndham Riverfront

If you want to be a part of this awesome group, there is still time. Email [Leigh](#)

---

**Need to renew your 2024 membership? [Login](#) today or [email Leigh](#) for your paperwork.**

**Membership must be renewed by March 15th**

Associate Members: Before renewing, consider a **[partnership](#)** for best value!

---



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

In virtually every business sector and industry, associations mobilize millions to turn change into progress one step at a time. [Learn what national ASAE does to promote the Power of Associations.](#)

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**

Starting February 1

ARKANSAS PRESS ASSOCIATION

- 580 square feet
- Close to the Arkansas State Capitol
- Parking included
- Use of conference room and kitchen

Contact: [ashley@arkansaspress.org](mailto:ashley@arkansaspress.org)

## 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 announcements 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 [here](#) to explore key trends shaping the trade show industry in 2024.

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



### Contact Info:

Arkansas Society of Association Executives  
PO Box 23034  
Little Rock, AR 72221  
501-223-9188  
[office@arksae.net](mailto:office@arksae.net)

### Connect with Us:

Facebook

Web

Instagram

This email was sent to [annaswaim@gmail.com](mailto:annaswaim@gmail.com) by [office@arksae.net](mailto:office@arksae.net)

Arkansas Society of Association Executives • PO Box 23034, Little Rock, Arkansas 72212, United States • [501-223-9188](tel:501-223-9188)

[Remove My Email or Manage Preferences](#) • [Privacy Policy](#)

powered by MemberClicks