

Arkansas Broadcasters Association

Serving Arkansas Broadcasting Since 1949



2009 CONVENTION PROGRAM

July 23-25
DoubleTree
HOTEL
LITTLE ROCK, ARKANSAS

11:30 – 1:00 p.m.

Luncheon

Guest Speaker:
Todd Hunt,
Business Humorist

Todd Hunt



As an executive at Ogilvy & Mather, one of the world's largest advertising agencies, **Todd Hunt** learned the "inner workings" of communication. Additional jobs with an insurance administrator, direct marketing company and ad department of a major retailer confirmed what he had suspected all along — people have to communicate every day! In 1991, he started his own successful business, The Hunt Company, a marketing agency in Chicago. Working with trade associations, retailers, non-profits and financial companies, Todd sold insurance, credit accounts, trade shows, seminars, theater tickets, memberships and other products and services to consumer and business audiences. One day he discovered that people would pay him to tell funny stories about sales, customer service, leadership and change that he garnered during his years in business. So now he does! Using humor and sensibility, he demonstrates how we can all communicate better, become more successful and make more money. Todd's insightful look at improving communication with employees, customers and suppliers to win more business...with dozens of everyday examples will leave you chuckling in recognition.

Sean Luce



A professional speaker and trainer on sales, sales management and general management, **Sean Luce** has presented seminars for Fortune 500 companies, universities, broadcast groups and radio and TV broadcasting associations throughout the country. He is a contributing writer for various national publications in business, sales, sales management and new business development. He has been featured in Advertising Age, Promo magazine, Radio Sales Today, Radio Ink, Radio & Records, Radio World and Ad week. He was the 1998 recipient of the "Sales Manager of the Year" awarded by Radio Ink magazine. His industry recognized "Luce's Laws" can be