



You are here: [Resource Center \(/\)](#) »

[Workshops \(https://olc.thecenterforsalesstrategy.com/onsite-workshops\)](https://olc.thecenterforsalesstrategy.com/onsite-workshops) » [TFM](#)

(<https://olc.thecenterforsalesstrategy.com/workshops/tfm/participantid/19591>)

TFM Workshop

1. Workshop Details

Name: TFM Dallas (All Markets) May 15

Date: 5/15/2018 - 5/16/2018

Consultant: Matt Sunshine

To complete your registration, review and complete each of the sections below

2. Required Information

Your Mobile Phone
Number:

(502) 822-0951

Name for Badge:

Todd Pitt

[Complete and Save](#)

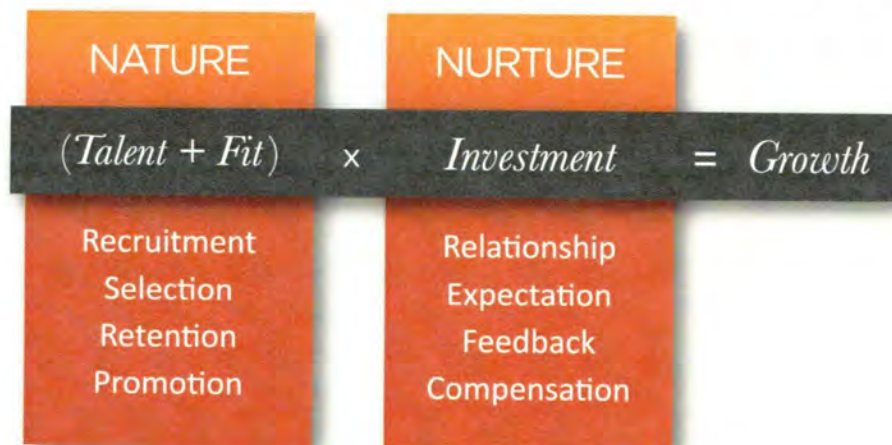
3. Pre-Assignment Action Steps

1. **Mark the workshop dates on your calendar.**

Talent Focused Management Workshop Schedule

Talent Focused Management (TFM) is our foundation management workshop—built around the Nature-Nurture Growth Formula. This formula helps managers focus on what they can control on the Nature side (Talent and Fit) and the Nurture side (Investing in their people).

Nature-Nurture Growth Formula



Day One:

8:30 am - 12:15 pm Morning Session
 12:15 pm - 1:15 pm Lunch
 1:15 pm - 5:30 pm Afternoon Session
 5:30 pm Adjourn
 6:30 pm Dinner

Day Two:

8:30 am - 12:00 pm Morning Session
 12:00 pm - 1:00 pm Lunch
 1:00 pm - 3:00 pm Afternoon Session
 3:00 pm Adjourn

Workshop participants can access all TFM workshop materials at TheCenterforSalesStrategy.com. Login to Resource Center, click Favorites, and look for the TFM Workshop binder.



"A community serving those who served"

**FREE Veterans/Military/Family Members
Resource and Job Fair!**

★ GE Appliance Park - Monogram Hall
4000 Buechel Bank Rd, Louisville, KY 40225

**Saturday,
September 22
1 pm - 4 pm**

The first 100 registrants get "swag bags"!

more than 50 employers and organizations

For more information and to register visit kentuckianacoalitionforheroes.org

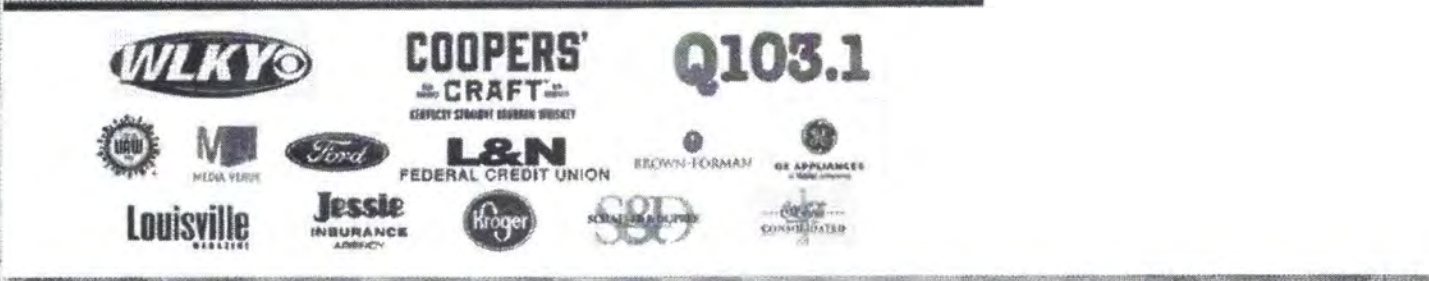
Kentuckiana Coalition For Heroes
September 17, 2018

Mark your calendars! We are holding a FREE resource and job fair to connect with over 50 regional employers and vet-support organization Register today to participate from 1p.m- 4p.m on Saturday, September 22nd.
#Kentucky_Coalition_For_Heroes
#Veteran_Job_Fair #Military_Families
#Resource_Fair #Hire_A_Vet #Support_Our_Ve
<https://www.kentuckianacoalitionforheroes.org/>

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Like Comment Share

Write a comment...



From: Carrie Baylor <cbaylor@jobpostmedia.com>
Sent: Monday, June 17, 2019 2:25 PM
To: Eric Fow <eric.fow@summitmediacorp.com>
Subject: Fwd: Job News USA - Cash / Trade Inquiry

Good Morning Eric,

Per my voicemail earlier this morning Job News USA is seeking a radio partner for our June 26th Shepherdsville Job News USA Job Fair. As a national recruitment advertising company we have partnered with many local and national radio groups across the United States on a Cash / Corporate Sponsorship trade basis assisting stations in the recruitment of qualified local candidates in exchange for event promotional schedules to help get the word out to the local job seeking community about our multi industry Job Fairs.

Job News would be willing to add \$500 cash in addition to the \$1,599 Corporate Sponsorship package below for a total \$2,099 to be invested in a spot schedule promoting the upcoming June 26th Job Fair.

CORPORATE SPONSORSHIP PACKAGE (see attached flyers)

- Premium booth location with two tables
- Up to four company representatives
- Company logo in all print marketing
- Company name in all event marketing
- Access to private interview area
- Buffet lunch and beverages

\$1599 (trade value)

WQNU would be the exclusive radio partner in all pre-event marketing which includes all of the following resources:

- Jobnewsusa.com
- Jobfairsnearme.com
- Facebook and other social media sites
- Craigslist, CareerBuilder and other job boards
- Email Campaigns
- Radio & TV
- Community calendars
- Colleges, universities, churches
- Press releases to other local media outlets

The Job News USA Job Fair will take place on June 26th from 10am - 2pm at the Paroquet Springs Conference Centre, 395 Paroquet Springs Drive, Shepherdsville, KY.

Let me know if you have questions or ideas that you would like to propose on how we may creatively partner to serve the job seeking community with this event.

Thanks,
Carrie

Carrie Baylor Senior Recruitment Consultant
118 East Main Street, Ste 500 | Louisville, KY 40202
P: 502.412.7502 x-10159
C: 502.645.2467
www.jobnewsusa.com
www.jobpostmedia.com



Connecting Employers with Job Seekers



Wednesday, June 26th | 10am-2pm

Paroquet Springs Conference Centre
 395 Paroquet Springs Drive
 Shepherdsville, KY 40165

Sponsor:
KELLY®

Exhibitors:

Adecco
Advantage
 Hire Thinking

DeVry University

aramark



UL OF DINING SERVICES

BLUEGRASS
 Hazelwood

Koetter
 Construction



O'NEAL MANUFACTURING SERVICES

PICCOLA
 MANUFACTURING



Spectrum

Toby Tours
 YOUR FRIEND IN TRAVEL

TOWER INTERNATIONAL **RUMPKE**

BRADY

Preferred Staffing, LLC

Zenith
 Logistics Inc.

Companies Attending

- Adecco
- Advantage Staffing
- Aramark / UofL Dining Services
- Bluegrass.org / Hazelwood
- Brady Corp.
- DeVry University
- Franklin County Jail
- Kelly
- Koetter Construction
- O'Neal Manufacturing
- Piccola Manufacturing
- Preferred Staffing
- Rumpke
- Spectrum
- Toby Tours
- Tower International
- Zenith Logistics, Inc.

Employers: Booths Still available, Call 502-412-7500

EASILY ACCESSIBLE LOCATION!

The Shepherdsville event is...
 - 20 minutes (18.2 miles) from Downtown Louisville
 - 16 minutes (15.9 miles) from Cardinal Stadium
 - 14 minutes (13.7 miles) from the Louisville Airport
 - 7 minutes (5.5 miles) from the Brooks, KY exit

- Parking and Admission are FREE.
- Dress Professionally and Bring Plenty of Resumes!

JobNews
 USA.com



Log on today at jobnewsusa.com to pre-register for this great event! For more info, call (502) 412-7500

Eric Fow

From: Karen Weaver <Karen@aaflouisville.org>
Sent: Thursday, June 6, 2019 8:01 AM
To: Eric Fow
Subject: 2019-2021 AAF-Louisville Board Slate



YOUR CLUB. YOUR NEWS.

BOARD ELECTION NEWS

Per our bylaws, each year approximately half of the Board of Directors members rotate off, "retiring" from their two-year board positions. The following individuals will conclude their 2017-2019 board terms on July 31. We are so grateful for their participation and commitment!

- Christy Belden, Norton Healthcare
- Beth Brown, United Mail
- Brittany Cartwright, Humana
- Lisa Columbia, WHAS11
- Jim Denny, The Source
- Stuart Esrock, University of Louisville
- Eric Fow, Summit Media
- Melissa McCarty, Red7e
- Jenna Morales, Humana
- Candace Jaworski, Baldwin Marketing
- Christine Tarquinio, GLI
- Emily Tucker, 21C Hotels

The following slate has been nominated for election to a two-year term as Board of Directors members for the 2019-2021 term. The election will take place at the Annual Awards Evening & Membership Meeting scheduled for June 20 at the Kentucky Derby Museum.

- Christy Belden, Norton Healthcare
- Beth Brown, United Mail
- Brittany Cartwright, Humana
- Jim Denny, The Source
- Brian Eichenberger, Insider Louisville
- Stuart Esrock, University of Louisville
- Kat Gentner, K@alyst Creative
- Gary Gerdemann, RunSwitch PR
- Melissa McCarty, Red7e
- Candace Jaworski, Baldwin Marketing
- Christine Tarquinio, GLI
- TJ White, LOCALiQ

In addition to voting on these new Board of Directors members and presenting our volunteer awards, you'll also have a chance to meet the Hot 10 Class of 2019. I hope to see you there!

Respectfully Submitted,

Karen Weaver
AAF-Louisville Nominating Committee Chair



To unsubscribe from future mailings [please click here](#).



Career Fair

June 19, 2019

The Jeffersonian
10617 Taylorsville Rd
10:00 am - 2:00 pm



Meet 40+ employers who have immediate openings in sales, healthcare, hospitality, manufacturing, education & more!

Sponsored by:



Register online www.jtownchamber.com
or call 502-267-1674.

Come dressed for success, bring a photo ID & copies of your resume.



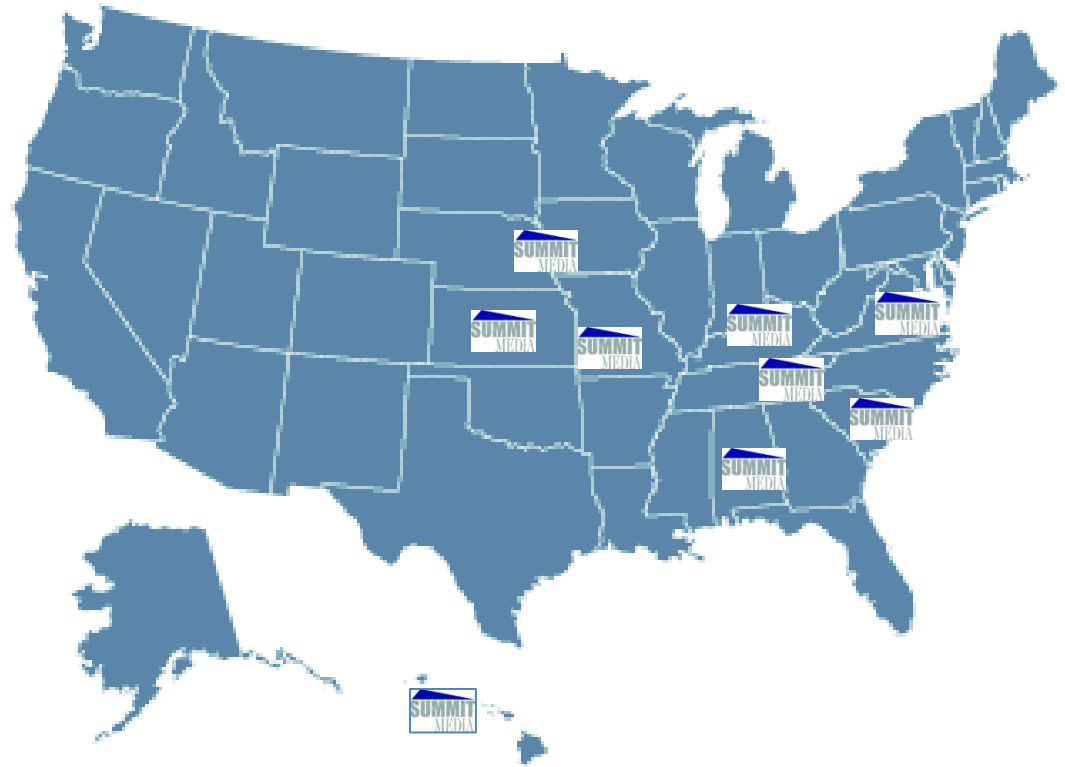
INTERN ORIENTATION PROGRAM

WHAT IS SUMMITMEDIA (BIG PICTURE)?

SummitMedia is an integrated broadcasting, digital media, direct marketing and events company.

Markets include:

- Birmingham, AL (corporate home)
- Louisville, KY
- Richmond, VA
- Greenville, SC
- Honolulu, HI
- Knoxville, TN
- Omaha, NE
- Springfield, MO
- Wichita, KS



Q103.1

**106.9
PLAY** 

107.7
The Eagle
Louisville's Classic Hits

**103.9 THE
GROOVE**

WHAT IS SUMMITMEDIA LOUISVILLE?

- 4 radio stations –
 - WVEZ 106.9 Play
 - WQNU Q103.1
 - WSFR 1077 The Eagle
 - WRKA 103.9 The Groove
- Digital advertising-
 - Display
 - SEO
 - Social Media
 - Mobile Targeting

HOW DO WE IMPACT THE COMMUNITY?

We have 3 main Teams:

- A Team that creates the programming with content that appeals to our target audience (listeners).
- A Team that goes out into the community and gives business' a chance to talk about their products, services and events to the listeners that love and listen to the radio station.
- A Team that serves as ambassadors for the radio stations that spread the word about the stations to create more listeners.

**PEOPLE
TO
KNOW AT
OUR
STATIONS**

Market President– Todd Pitt

Chief Engineer – Greg Hahn

Director of Sales – Eric Fow

Operations Manager – Cagle

Promotions Director – Brent Turner

Assistant Engineer – Matt Stallings

WHAT WILL YOU GET THE OPPORTUNITY TO DO?

You will help us tell others about the radio stations.

Here are some of the ways we do that:



VAN HITS – Taking a station vehicle to a location, playing music, talking to people as they come in and out of a business, playing games with people, handing out prizes, or registering people for a contest.



REMOTES –Live Remote Broadcasts with on-air talent broadcasting LIVE from a local business. These cost the advertiser more money and really need to look like a party!



EVENTS – At Summit Media we create, design and produce signature events that tie our listeners to events that fit their interests. We also partner with clients and support their events.



You will learn how to properly promote each station to the public at an event. This includes setting up a station van hit, remote and/or event. We will train you on proper event procedures and how to use all technical equipment. You will also interact with the public as a representative of our station

WHAT IS EXPECTED OF YOU (ON SITE)

Dress Code –

- Wear a station t-shirt and a nice pair of slacks, shorts or jeans. (If you do not have a t-shirt for the station, please wear a solid black top.)
- Make sure these items are the appropriate length. Remember that we want to be fun and approachable, but also professional.
- Wear comfortable shoes.
- Wear a smile. (You become the face of our brands outside this building. Be enthusiastic, proactive, and respectable ALL THE TIME.)

Be Knowledgeable –

- the number one question you will get asked is “What is going on here?” Make sure you know why you are there (“We are celebrating the big sale these guys are having – plus we have a chance for you to win ____.”) Make sure you know what prize you have and all the details about it. Also – make sure you have looked at the “What’s Happening” sheet for the station you are representing so that you can make conversation about other things the station is doing.

Ask Questions –

- As in all areas of this internship, these on-site experiences are what you make of them. The more you try to learn, the more you will.

Be Helpful –

- Look for ways to pitch in and help your co-worker.

WHAT IS EXPECTED OF YOU (IN GENERAL)

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I WANT TO DO MORE!

Want to do more than just
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INTERN ORIENTATION PROGRAM

2018

Q103.1

106.9
PLAY

107.7
The Eagle
Louisville's Classic Hits



WHAT IS SUMMITMEDIA LOUISVILLE?

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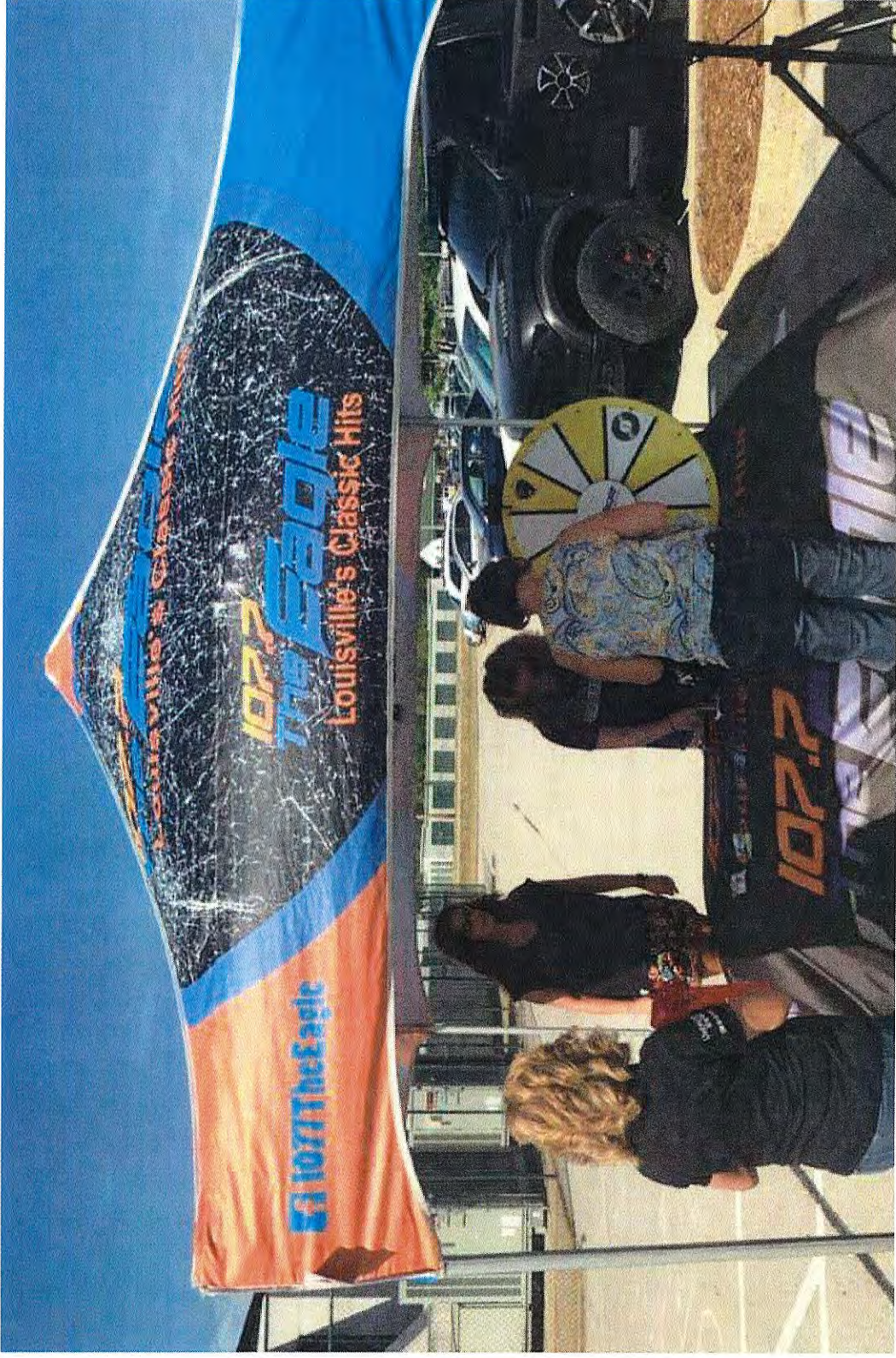
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Todd Pitt

From: Brent Turner
Sent: Tuesday, April 7, 2020 3:08 PM
To: Todd Pitt
Subject: Interns

Hey Todd,

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Brent Turner | Promotions Director



Summit Media | 612 S. 4th Street | Louisville, KY 40202
WQNU-FM | WVEZ-FM | WSFR-FM | WRKA-FM

Direct: (502) 681-0105 | Mobile: 502-714-8244
Email: Brent.Turner@SummitMediaCorp.com



INTERN ORIENTATION PROGRAM

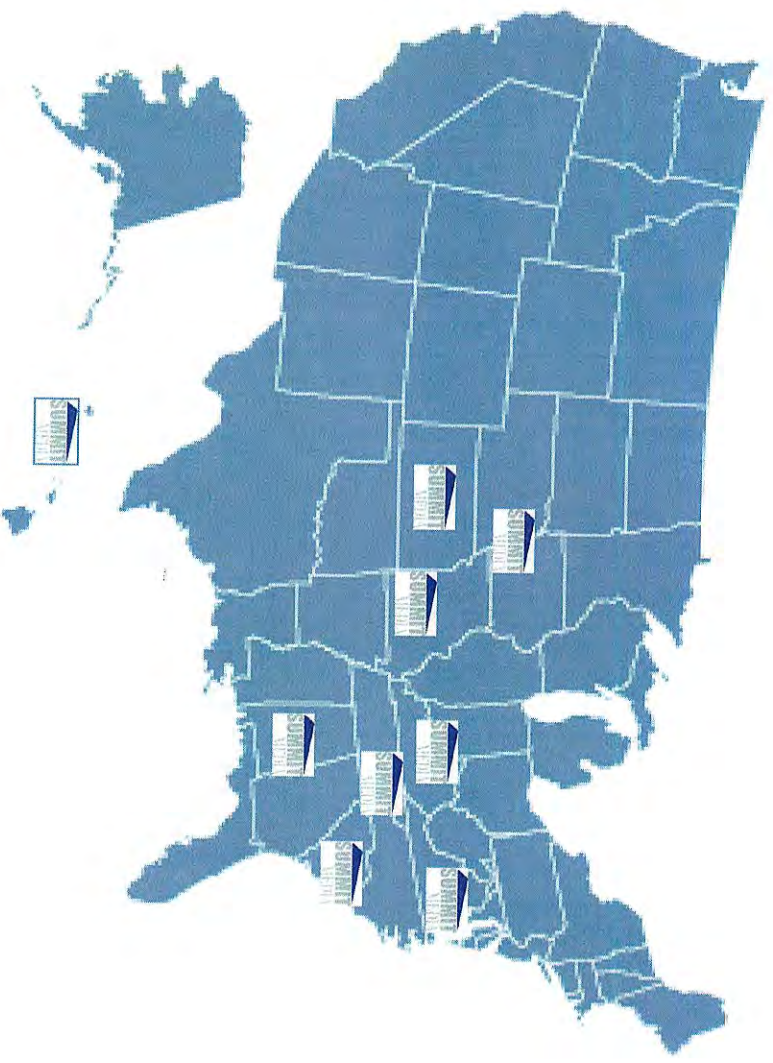
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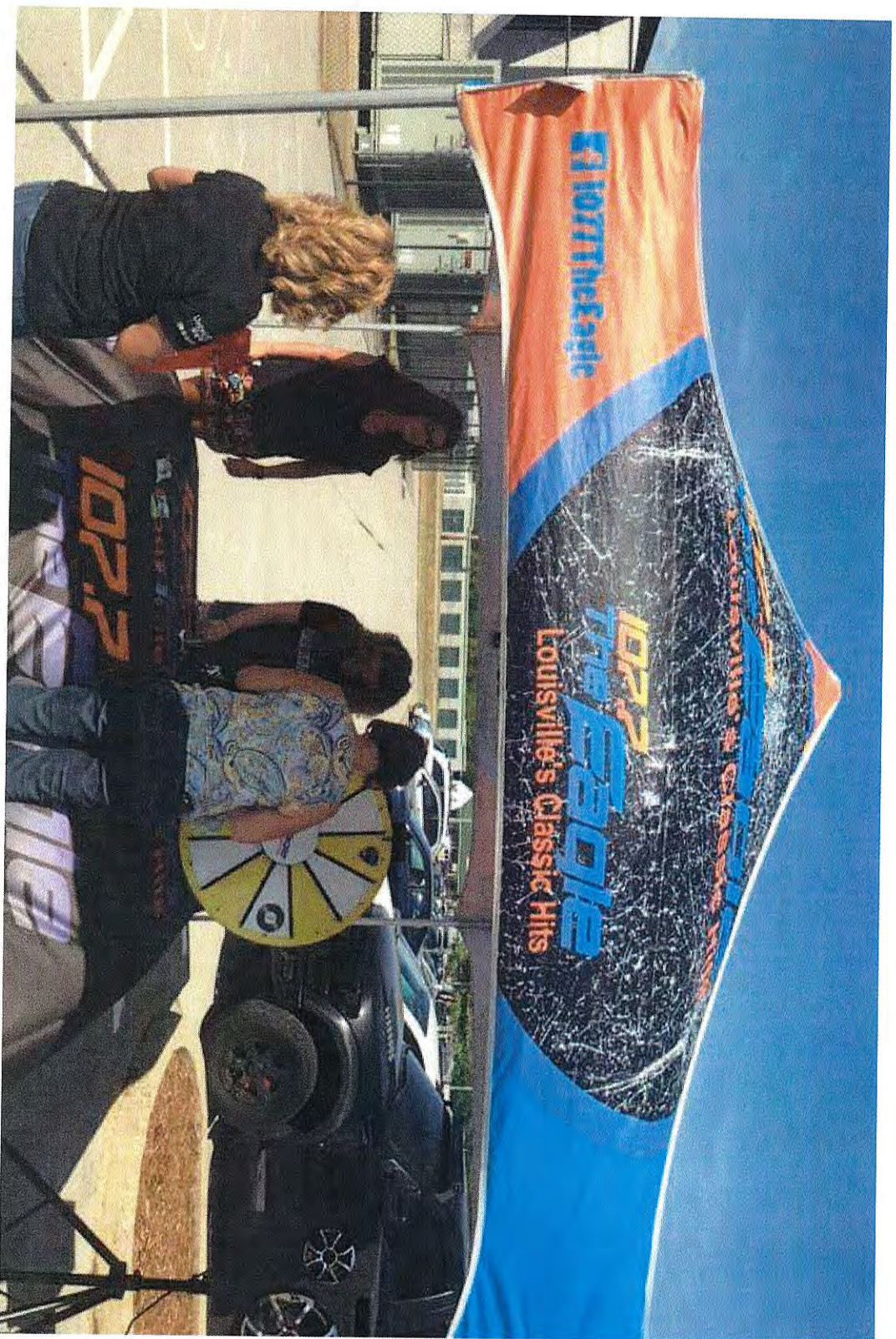
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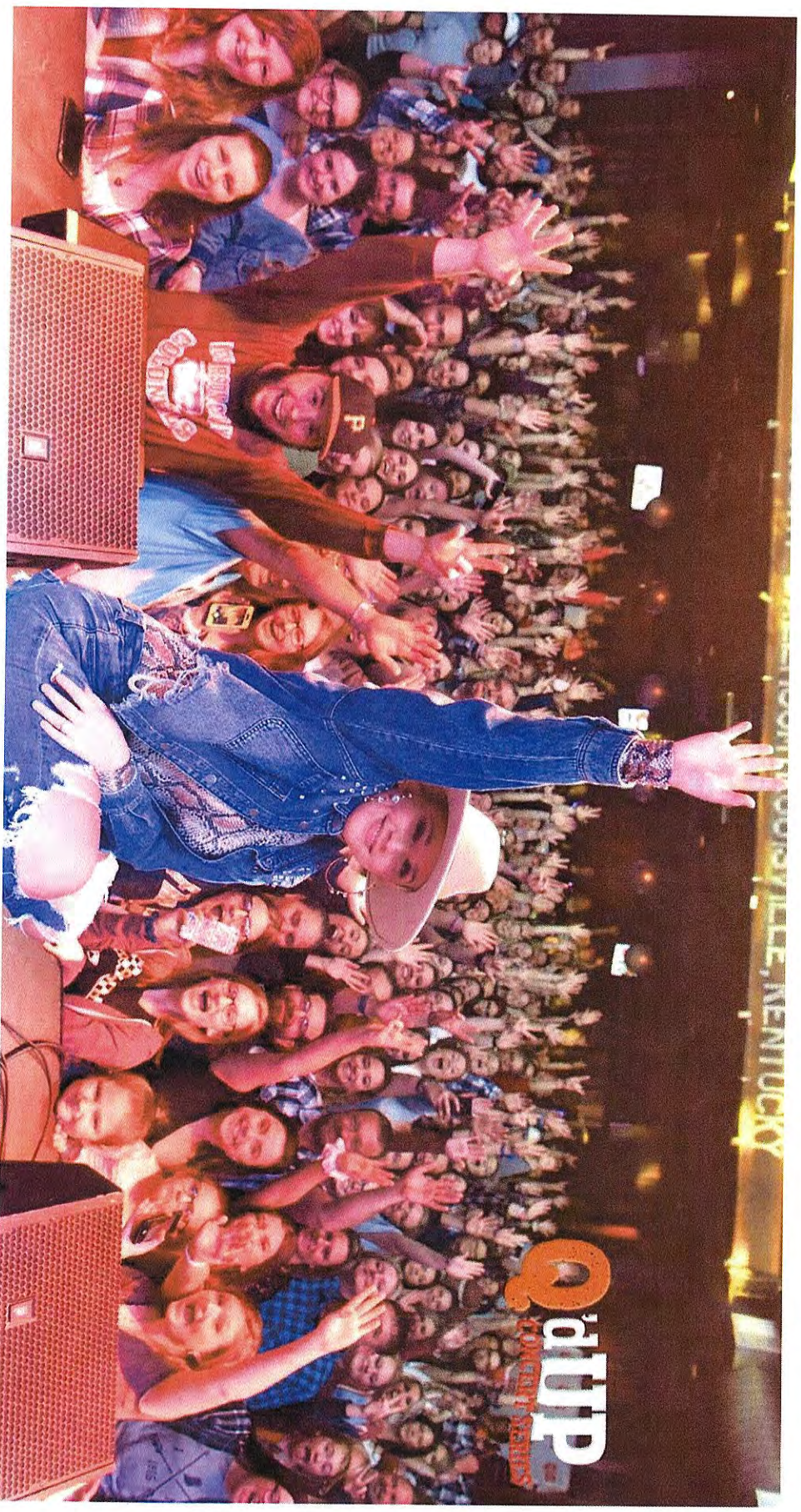
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June 5, 2019

Todd Pitt
President/Market Manager
Summit Media
612 S. 4th Street
Ste. 100
Louisville, KY 40202

Dear ^{Todd}~~John~~:

On behalf of the 2019 Kentucky Derby Festival Nominating Committee, it is my pleasure to inform you that you have been nominated as a candidate for the Board of Directors. Your efforts on behalf of the Derby Festival, as well as your commitment to community service, have proven to us that you are an asset to the work of the Festival. You were nominated to a three-year term expiring in 2022. You are eligible for re-election in 2022 and 2025 and would reach your term limit in 2028 unless you are elected to the Executive Board between now and June of that year.

The Annual Meeting is scheduled for 5:30 p.m. on Tuesday, June 18th, at the Hyatt Regency Hotel. We urge you to make every effort to be in attendance at this meeting, as your name will be presented for final approval at that time. Your spouse/guest is also invited; **this is not a uniform event.**

Please call Cynthia Jackson (584-6383) to confirm your attendance.

Congratulations and Best Wishes!

Sincerely,

Scott Watkins
Chair, Nominating Committee

OUR MISSION

Provide creative and unique entertainment and community service for the people of the Greater Louisville area that directly contributes to the aesthetic, cultural, educational, charitable and economic development of the area.

We will organize, promote and conduct events using the collective efforts and resources of volunteers, small and large businesses, non-profit organizations and governmental entities to enhance the positive international recognition, economic and cultural development, and community image of the Greater Louisville area.

OUR VISION

Maintain an image and performance level to be acknowledged by the public and our peers as the premier not-for-profit civic celebration.

YOUR FESTIVAL

It has become bigger than just a horse race. The Kentucky Derby Festival is a celebration of the community. One of the world's premiere events, it brings fun, excitement, international recognition and a spirit that is unmatched anywhere.

Our 4,000 volunteers work all year to provide an environment for neighbors to celebrate the community together. Started in 1956, the Kentucky Derby Festival has become a whirlwind of 70 plus colorful events and is Kentucky's largest annual event.

The ensuing two weeks of excitement and entertainment has something for everyone. With two-thirds of Festival events free, a family can enjoy numerous low-cost activities. More than just being entertaining, Festival events raise more than \$300,000.00 for area charities.

While the Festival is fun, it is also a successful business. Its annual budget of over \$7 *million* produces an impact of more than \$127 *million* on the local economy, a 2,200% return on investment for the community. Its "investor" list has more than 400 sponsors and is a Who's Who of business. The in-kind services which the Festival is fortunate enough to receive, from both private and public entities, account for additional support worth approximately \$2 million. Recognized worldwide, this community can brag about being an award-winning innovator in the festival business.

From: Amy Grimes-Potter <amy@createmarketing.com>
Sent: Monday, September 30, 2019 1:56 PM
To: Eric Fow <eric.fow@summitmediacorp.com>
Subject: Reminder

Hey Eric

Looking forward to seeing you tomorrow to speak to my class! I have 22 students. We meet in Strickler Hall 306 - 11am!

Thanks so much! See you then!
Amy

Amy Potter
Creative Marketing, LLC
CU Marketing Magazine

amy@createmarketing.com
502.552.2676

Todd Pitt

From: Brent Turner
Sent: Tuesday, April 7, 2020 3:08 PM
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Subject: Interns

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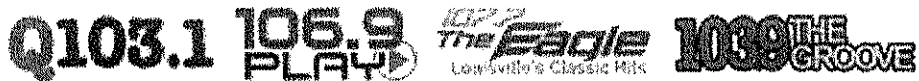
Direct: (502) 681-0105 | Mobile: 502-714-8244
Email: Brent.Turner@SummitMediaCorp.com

Todd Pitt

From: Natalie Melcher
Sent: Thursday, April 9, 2020 4:27 PM
To: Todd Pitt
Subject: FW: You and the 2019 KBA WKU Radio Talent Institute

Do you need a picture too?

Natalie Melcher | Engagement Coordinator



Summit Media | 612 S. 4th Street | Louisville, KY 40202
WVEZ-FM | WQNU-FM | WSFR-FM | WRKA-FM

Direct: (502) 681-0123 | Mobile: (502) 418-5923
Email: Natalie.Melcher@summitmediacorp.com

From: Taylor Anne Wade <tayloranne.wade@nationalradiotalentsystem.com>
Sent: Friday, July 19, 2019 9:29 AM
To: Natalie Melcher <natalie.melcher@summitmediacorp.com>
Cc: Dan Vallie <danvallie@nationalradiotalentsystem.com>
Subject: You and the 2019 KBA WKU Radio Talent Institute



July 19, 2019

Natalie Melcher
Sales & Promotions Assistant
SummitMedia, Louisville

Hi Natalie,

Thank you so much for agreeing to be a part of the 2019 KBA WKU Radio Talent Institute at Western Kentucky University. We really appreciate you giving your time and expertise to the students!

As you may know, the dates of the Institute this year are Monday, 7/22/19 – Wednesday, 7/31/19. The session you'll be teaching is: **"Adjusting from College to the Pros" on Tuesday, 7/30/19 from 2:30-3:45pm.** If you have questions about your session, please contact our office at (704) 246-8185 or email Taylor Anne Wade: tayloranne.wadel@nationalradiotalentsystem.com.

1. **Cell Phone Number:** _____. We like to have this number in case we need to contact you while you're traveling to Western Kentucky University or while you're on campus. If you need to contact us Dan's cell is 828-266-1584 and mine is 704-608-2694.

2. **Your Social Media Handles:** We ask for this so we can tag you on social media if photos of your session are shared:

- Twitter: _____
- Instagram: _____
- Facebook: _____
- LinkedIn: _____

Also, at 5:00pm on July 30th, there will be a Social Hour after classes at Overtime Sports Bar & Grille; it's a time for the students and guest speakers to mingle and maybe have some one-on-one time! If you can stay for that, please do.

Thank you so much, Natalie! We sincerely appreciate you and the time you are giving to the students and to the 2019 KBA WKU Radio Talent Institute! And please feel free to contact us at any time.

Taylor Anne Wade
Institute Director
National Radio Talent System
704-246-8185
tayloranne.wade@NationalRadioTalentSystem.com



From: Carrie Baylor <cbaylor@jobpostmedia.com>
Sent: Monday, June 17, 2019 2:25 PM
To: Eric Fow <eric.fow@summitmediacorp.com>
Subject: Fwd: Job News USA - Cash / Trade Inquiry

Good Morning Eric,

Per my voicemail earlier this morning Job News USA is seeking a radio partner for our June 26th Shepherdsville Job News USA Job Fair. As a national recruitment advertising company we have partnered with many local and national radio groups across the United States on a Cash / Corporate Sponsorship trade basis assisting stations in the recruitment of qualified local candidates in exchange for event promotional schedules to help get the word out to the local job seeking community about our multi industry Job Fairs.

Job News would be willing to add \$500 cash in addition to the \$1,599 Corporate Sponsorship package below for a total \$2,099 to be invested in a spot schedule promoting the upcoming June 26th Job Fair.

CORPORATE SPONSORSHIP PACKAGE (see attached flyers)

- Premium booth location with two tables
- Up to four company representatives
- Company logo in all print marketing
- Company name in all event marketing
- Access to private interview area
- Buffet lunch and beverages

\$1599 (trade value)

WQNU would be the exclusive radio partner in all pre-event marketing which includes all of the following resources:

- Jobnewsusa.com
- Jobfairsnearme.com
- Facebook and other social media sites
- Craigslist, CareerBuilder and other job boards
- Email Campaigns
- Radio & TV
- Community calendars
- Colleges, universities, churches
- Press releases to other local media outlets

The Job News USA Job Fair will take place on June 26th from 10am - 2pm at the Paroquet Springs Conference Centre, 395 Paroquet Springs Drive, Shepherdsville, KY.

Let me know if you have questions or ideas that you would like to propose on how we may creatively partner to serve the job seeking community with this event.

Thanks,
Carrie

Carrie Baylor Senior Recruitment Consultant
118 East Main Street, Ste 500 | Louisville KY 40202
P: 502.412.7502 x-10159
C: 502.645.2467
www.jobnewsusa.com
www.jobpostmedia.com



Connecting Employers with Job Seekers

Eric Fow

From: Karen Weaver <Karen@aaflouisville.org>
Sent: Thursday, June 6, 2019 8:01 AM
To: Eric Fow
Subject: 2019-2021 AAF-Louisville Board Slate



YOUR CLUB. YOUR NEWS.

BOARD ELECTION NEWS

Per our bylaws, each year approximately half of the Board of Directors members rotate off, "retiring" from their two-year board positions. The following individuals will conclude their 2017-2019 board terms on July 31. We are so grateful for their participation and commitment!

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- Gary Gerdemann, RunSwitch PR
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- Christine Tarquinio, GLI
- TJ White, LOCALIQ

In addition to voting on these new Board of Directors members and presenting our volunteer awards, you'll also have a chance to meet the Hot 10 Class of 2019. I hope to see you there!

Respectfully Submitted,

Karen Weaver
AAF-Louisville Nominating Committee Chair



To unsubscribe from future mailings [please click here](#)

Todd Pitt

From: Eric Fow
Sent: Thursday, April 9, 2020 1:04 PM
To: Todd Pitt
Subject: FW: Guest Speaker

I also spoke to the Fall class in October 2019

From: Amy Grimes-Potter <amy@createmarketing.com>
Sent: Tuesday, August 27, 2019 1:38 PM
To: Eric Fow <eric.fow@summitmediacorp.com>
Subject: Re: Guest Speaker

Awesome and again I'm so sorry about that. If there's a day outside of any of those that works much better for you, please let me know! In the meantime, I'll put you down for Oct. 1!

Thanks again!
Amy

On Aug 27, 2019, at 1:34 PM, Eric Fow wrote:

I'll have to do Tuesday 10/1. I can't make the 10th work

Sent from my iPhone

On Aug 27, 2019, at 1:28 PM, Amy Grimes-Potter <amy@createmarketing.com> wrote:

Hey Eric

I'm so sorry but I just realized that Oct. 3 won't work. I had the first two weeks of October confused. You're welcome to come that Tues. Oct. 1 or the following Thurs. on Oct. 10. Let me know if either of those would work. Again, I do apologize!

Thanks so much!
Amy

On Aug 26, 2019, at 10:18 AM, Eric Fow wrote:

I would love to speak to them... Thursday October 3rd would be ideal for my schedule. Thanks for thinking of me.

From: Amy Grimes-Potter <amy@createmarketing.com>
Sent: Monday, August 26, 2019 10:03 AM
To: Eric Fow <eric.fow@summitmediacorp.com>
Subject: Guest Speaker

Hey Eric

Hope you are doing well! Summer sure flew by - hope your kids are getting settled into school! My kids are at a new school this year so a lot of changes but thankfully it's going really good!

Wanted to see if you would be interested in speaking to my class this fall? I've got a bigger group - 22!! The class meets on Tues/Thurs 11am to 12:15. Here are a few dates - please let me know if any of these work for you. Would love to have you!!

Thurs. September 12
Tues. Oct. 1 or Thurs. Oct. 3
Tues. Oct. 22 or Thurs. Oct. 24

Thanks so much!
Amy

Amy Potter
Creative Marketing, LLC
CU Marketing Magazine

amy@createmarketing.com
502.552.2676

Amy Potter
Creative Marketing, LLC
CU Marketing Magazine

amy@createmarketing.com
502.552.2676

Todd Pitt

From: Brent Turner
Sent: Tuesday, April 7, 2020 3:08 PM
To: Todd Pitt
Subject: Interns

Hey Todd,

Here is a list of the interns.

Summer 2018- Reanne Melhorn (would have offered position but, she was going to school out of town) *EKU*
Fall 2019- Jeremy Fow *JCC*

We also have two intern set up that fell through last minute...

Summer 2019 – Anne Baldrige (She wanted to intern but, when it came down to it she had to pull out due to her schedule)

Spring 2020- Raley Martin (Due to academic constraints, she had to push off to the second part of 2020)

Brent Turner | Promotions Director



Summit Media | 612 S. 4th Street | Louisville, KY 40202
WQNU-FM | WVEZ-FM | WSFR-FM | WRKA-FM

Direct: (502) 681-0105 | Mobile: 502-714-8244
Email: Brent.Turner@SummitMediaCorp.com

November 2019

Life After Male, Speakers Bureau

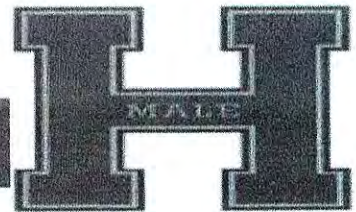


The **3rd Annual Life After Male** has been postponed until the Spring. This is a time when LMHS Alumni come back to Dear Ol' High School and talk with current Male students about how Male prepared you for the future. You'll talk about what Male High meant to you then

and now. If you're interested in coming and speaking please email us your resume.

malealumnidirector@aol.com
502-313-3099

We Are Male High!



Reunions

If your class is having a reunion please email us so we can put it in the Alumni News!

Class of 1970 will be the incoming class to join the 50 Year Club!

50-Year Reunion

If you have any items you would like to donate please drop them off to the office
4409 Preston Highway
Louisville, KY 40213
502-313-3099

★ **IMPORTANT** ★

LMHS Alumni,
Please make sure you are current on your Donations! Your donations help fund all the Alumni Association

programs and events.
Please send in any donations to

LMHS Alumni Office
PO Box 43688
Louisville, KY 40253-0688

November 2019

Alumni

In the Spotlight

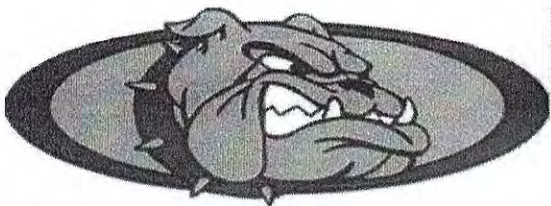


Brittany Guess, Class of 2005

Brittany went to UL working for a degree in communications and while there she took an acting course. She decided to follow the path as an actor. Brittany now lives in Atlanta, has worked on several major projects, including "Christmas Everlasting" on Hallmark, films and series. She also has a film, "Limited Partners" which released June 2019. She also starts filming a new series for BET in December.

Eric Fow, Class of 1997

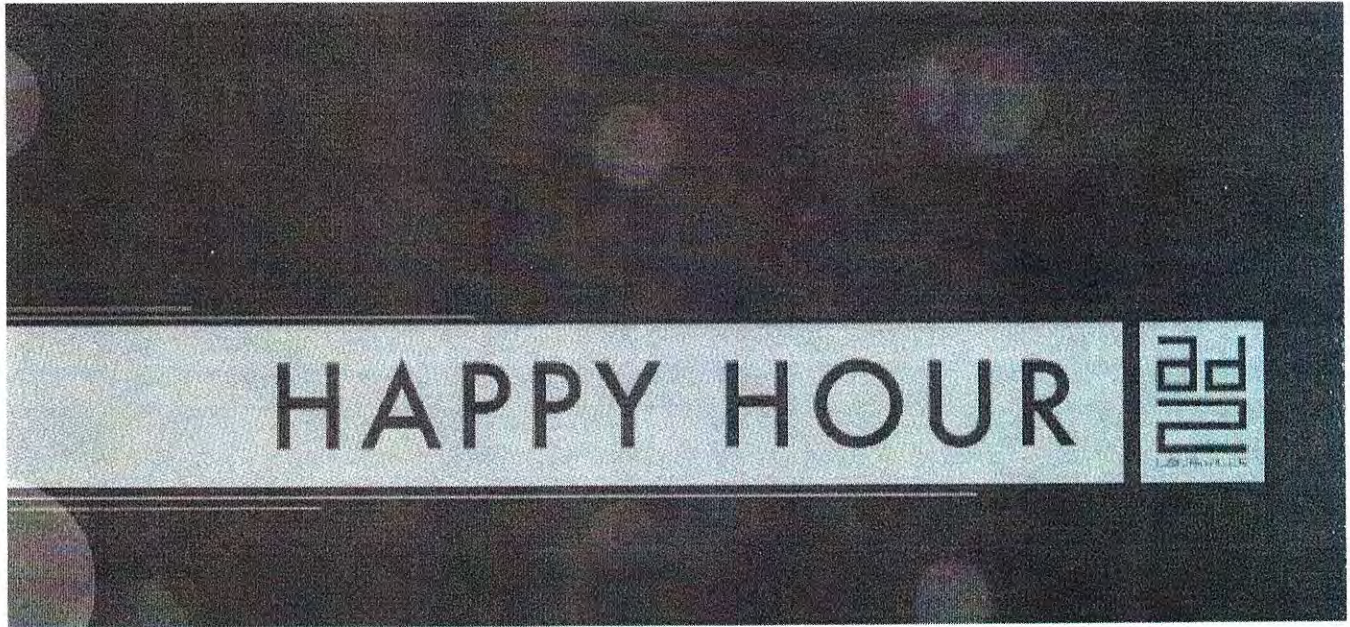
The last 17 years Eric has worked in Media and Advertising field here in Louisville, KY. He is currently with 4 great Radio Stations: Q 103.1, 106.9 PLAY, 107.7 The Eagle and 103.9 The Groove. Eric is the director of marketing with Summit Media. In addition to advertising with radio stations, which offer a full spectrum of cutting edge, online digital marketing, Summit Media and Eric work with our local community and works directly with many local, non-profits to help raise money needed to care for our community. Bikes or Bust, Jesse's Big Warm Hug and Fun on The Fairway are a few of the local events benefiting local non-profits such as Marine's Toys For Tots, The Salvation Army, Dogs Helping Heroes and The Animal Care Society.



WE ARE

AAF Ad-ted NETWORKING / RECRUITING
EVENTS
★ ONCE A MONTH.

HAPPY HOURS



Ad 2 Happy Hours include attendees from all cross-sections of our membership as a way to give young professionals a chance to network with seasoned executives in an informal setting.

Remote / Van Hit Request Form

Stations: WVEZ WSFR WQNU WRKA

Event Type: REMOTE VAN HIT APPEARANCE

Date of event: 25-Nov

Start Date of Recorded Promos: 19-Nov

Client Name: UPS

Account Executive: Ashley Isaacs

Location: 8203 National Turnpike

Time: 10AM - 2PM

Copy Points:

2 drawings at the end of the day, each for a \$100 Visa Gift Card.

We are hosting a hiring event at 8203 National Turnpike in Louisville nNov 25 (9am -4pm) and. We are WE'LL BE GIVING AWAY \$400 IN VISA GIFT CARDS!!

On-site Contact: Doug Whitworth

Standard Remote Equipment:

Table and Table Cloth

Tent

Comrex

Radio

Station Swag/Prizes from Prize Closet

Game for giveaway

Station Vehicle

Special Instructions:

Gravy please.

Remote form needs to include a copy of the order showing remote promos booked and talent fee booked.

To be filled in by promotions

Amount

Talent _____ \$

Tech _____ \$

Board Op _____ \$

Remote / Van Hit Request Form

Stations: WVEZ WSFR WQNU WRKA

Event Type: REMOTE VAN HIT APPEARANCE

Date of event: October 13 AND October 14

Start Date of Recorded Promos: October 8 - 14

Client Name: UPS

Account Executive: Ashley Isaacs

Location: 8203 National Turnpike

Time: 11AM - 1PM

Copy Points: Will provide copy points by October 1.

Please use these copy points in promotion of the event and during the call-ins!

We are hosting a hiring event at 8203 National Turnpike in Louisville Oct. 13 (9am -3pm) and Oct. 14 (11am-4pm).

On-site Contact: Doug Whitworth

Standard Remote Equipment:

- Table and Table Cloth
- Tent
- Comrex
- Radio
- Station Swag/Prizes from Prize Closet
- Game for giveaway
- Station Vehicle

Special Instructions:

Gravy please. This is a huge hiring event for them and we will need their hashtags used in the promos, if possible. I have built into the package the give away of two \$100 Visa Gift Cards per day and will get them to promotions by 10/1.

Remote form needs to include a copy of the order showing remote promos booked and talent fee booked.

To be filled in by promotions

Amount

Talent _____ \$

Tech _____ \$

Board Op _____ \$

BRAND yourself to stand out & CONNECT with key decision makers.

Course 1: BRAND

T&V Unit 1: Trusted & Valued

- Why brand yourself online?
- Why trusted & valued
- Your personal brand story

Activity 1 - Brand Self-Assessment



Unit 2: Identify

- How prospects see you
- How clients & coworkers see you
- How you see yourself

Activity 2 - Identifying Your Brand



Unit 3: Position

- You - not your product
- Your value - not your job
- Your story - not your resumé

Activity 3 - Positioning Your Brand



Unit 4: Develop

- Owning your personal brand online
- Stand out with keywords
- Building your LinkedIn profile

Activity 4 - Developing Your Brand

Course 2: CONNECT



Unit 1: Networking Online

- Bringing your networking online
- Social media for business
- Participating as a professional peer

Activity 1 - Connect Self-Assessment



Unit 2: Find

- Hunting, farming, & fishing
- Tools to search for opportunity
- Stand out by sharing your expertise

Activity 2 - Searching & Sharing



Unit 3: Select

- Targeting your ideal customer
- Identifying decision influencers
- Participate in effective places

Activity 3 - Targeting & Participating



Unit 4: Approach

- Establishing your credibility
- Valid business reasons to connect
- Asking for the appointment

Activity 4 - Approaching Decision Makers

Activities in each section will help you put your training *immediately into action.*



Sales Accelerator Process

The Sales Accelerator process helps salespeople select the best accounts; connect with them quickly, and discover their desired business results. Sellers learn how to advise prospects on a solution to deliver measurable results, remove surprises to speed up the sale, and deliver on promises to grow the business.

1. IDENTIFY

Select High Potential Accounts

- The Power of Targeting
- Account List Management Strategy
- Prioritizing Your Own Account List
- Your Role with Inbound Marketing
- Finding Leads
- Qualifying Leads

2. CONNECT

Use Insights to Develop a VBR and Make a Connection

- Professional Branding
- Understanding Target Persona
- Decision Maker and Decision Influencers
- Developing a Valid Business Reason
- Plan Your Approach and Don't Give Up
- Set the Stage for a Successful Meeting

3. DISCOVER

Lead with Insights and Uncover Desired Business Results

- Prepare Yourself and Prepare Your Prospect
- Getting Prospects to let their Guard Down and Open-up
- The Art of Asking Questions
- Think Like an Owner
- Discover Meeting Outline
- Uncover Desired Business Results with the 4As Needs Analysis
- Discover Recap

4. ADVISE

Recommend the Best Solution to Deliver Desired Business Results

- Determine Solution Path
- Tailor a Proven Solution
- Remove Surprises
- Talking about Price
- Overcoming Objections

5. CLOSE

Gain Final Agreement with Your Proposal

- Create Proposal
- Present Proposal
- Closed Won
- Closed Lost

6. GROW

Keep Your Promises, Sell Success, and Grow the Account

- Implement the Solution
- Deliver Results
- Discuss Results
- Discover Next Assignment



All AE's including myself completed The Sales Accelerator program. Training curriculum attached:

Amy Bishop: 8/15/19

Stacy Fletcher: 8/19/19

Rich Hild: 12/3/19

Ashley Isaacs: 11/6/19

Melissa Mattingly: 8/19/19

Anthony Pollio: 7/26/19

Jack Rutledge: 8/15/19

Mike Steltenpohl: 8/15/19

Brand & Connect Training completed: curriculum attached.

Melissa Mattingly: 5/17/18

Jack Rutledge: 5/15/18

Mike Steltenpohl: 5/15/18

Eric Fow: 5/17/18

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Email: Brent.Turner@SummitMediaCorp.com

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Carrie

Carrie Baylor Senior Recruitment Consultant
118 East Main Street, Ste. 500 | Louisville, KY 40202
P 502.412 7502 x-10159
C. 502.645 2467
www.jobnewsusa.com
www.jobpostmedia.com



Connecting Employers with Job Seekers

Eric Fow

From: Karen Weaver <Karen@aafloouisville.org>
Sent: Thursday, June 6, 2019 8:01 AM
To: Eric Fow
Subject: 2019-2021 AAF-Louisville Board Slate



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Respectfully Submitted,

Karen Weaver
AAF-Louisville Nominating Committee Chair



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From: Amy Grimes-Potter <amy@createmarketing.com>
Sent: Monday, September 30, 2019 1:56 PM
To: Eric Fow <eric.fow@summitmediacorp.com>
Subject: Reminder

Hey Eric

Looking forward to seeing you tomorrow to speak to my class! I have 22 students. We meet in Strickler Hall 306 - 11am!

Thanks so much! See you then!
Amy

Amy Potter
Creative Marketing, LLC
CU Marketing Magazine

amy@createmarketing.com
502.552.2676



THE CENTER FOR SALES STRATEGY

(<http://www.thecenterforsalesstrategy.com>)

You are here: [Resource Center \(/\)](#) »

[Workshops \(https://olc.thecenterforsalesstrategy.com/onsite-workshops\)](https://olc.thecenterforsalesstrategy.com/onsite-workshops) » [TFM](#)

(<https://olc.thecenterforsalesstrategy.com/workshops/tfm/participantid/19591>)

TFM Workshop

1. Workshop Details

Name: TFM Dallas (All Markets) May 15

Date: 5/15/2018 - 5/16/2018

Consultant: Matt Sunshine

To complete your registration, review and complete each of the sections below

2. Required Information

Your Mobile Phone
Number:

Name for Badge:

3. Pre-Assignment Action Steps

1. Mark the workshop dates on your calendar.

Eric Fow

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