



NEWSLETTER

September 29, 2011

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Top 4 concerns of wireless professionals:

- **Uncertainty in the economy**
- **The competition**
- **Retaining - growing - profitability**
- **Expanding to new sources of customers and revenue**

The solution? Increased sales. And increased sales come from a knowledgeable sales force. And that knowledgeable sales force comes from training.

Training budgets are often first to go in a down economy.

That's why we make CMC 2011 so economical.

For as little as \$395, you have everything you need to present professional training, in a concentrated period of time, to all your manufacturer's reps.

And manufacturer's reps, your investment in CMC means a tightly focused and productive training session with all of your principals in one city.

Less distraction than a trade show.

Less cost than doing training on your own.

And all with the bonus of opportunities to network with peers and get inspired by new ideas.

Don't wait. Take the first step and register for CMC 2011 today.

Do Ethics Still Matter?

Marianne M. Jennings, the author of "The 7 Signs of Ethical Collapse", will teach us how to detect signs of ethical issues in our businesses and the real meaning of trust in a presentation on Monday, November 7 from 1:30 - 4:00 pm. Jennings is an internationally renowned speaker, educator, trainer and author. Consultant to Fortune 100 companies and a professor at the W.P. Carey School of Business at Arizona State University, Jennings is known as "The Ethical Barometer".

Named one of America's Top 100 Thought Leaders, as well as a regular media commentator for CBS, CNBC, The Today Show and NPR, you don't want to miss hearing her talk. [Read Jenning's full bio at this link](#) and be there for the session - included with your CMC registration - on Monday November 7.

Sponsorships are Still Available!

Get extra recognition and be a CMC 2011 event sponsor.

Opening Reception Sponsor: \$1,500 - one still available

Awards Banquet Sponsor: \$1,000 - six available

Awards Reception Sponsor: \$500 - two available

Casino Night Sponsor: \$1,250 - three available

New! Registration Sponsor (maximum visibility): \$2,000 - one available

Box Lunch Sponsor: \$750 - one available

Casino Table Sponsor: \$250 - seven available

Golf Tournament Hole Sponsor: \$100 - sixteen available

Unrestricted Sponsorship: \$100 (Unrestricted means you are recognized as a CMC sponsor)

[Contact Mercy Contreras, Executive Director, today to reserve your sponsorship.](#)

Annual Golf Tournament and Casino Night Are Networking Highlights

The Annual CMC Golf Tournament will be held Sunday, November 6th starting at noon at the [McCormick Ranch Golf Club](#) in Scottsdale. Tournament fees are \$80 and you can also sign up for rental clubs at \$45 at the same time.

This is the second year for the Texas Hold'Em Tournament and Casino Night. Prove your card playing skills to your peers and win valuable prizes. The event is Monday, November 7th from 8:30 - 11:00pm. Even if you don't play Texas Hold'Em, show up for Casino Night games and fun.

Sign up today for golf, the Texas Hold'Em Tournament and Casino Night when you register for the conference: [Registration is now open for CMC 2011, November 6-9, at this secure link.](#)

While you are registering for CMC 2011, make your reservations at the host hotel -- the Doubletree Paradise Valley Resort. Centrally located in Scottsdale, our extremely discounted CMC rate at this four-star property is \$139 single/double. [Make your reservations at this direct link.](#)

Scottsdale Highlights and Your CMC 2011 Plan

[Click here for the full schedule of events](#) and make your plans soon by [registering at this link](#).

Scottsdale is known for the variety of restaurants, including every type of cuisine at every price point. Many are close to the CMC 2011 headquarters hotel and others are nearby. [Visit the conference page](#) for a list of restaurants within walking distance of the Doubletree Hotel and the hotel's recommended restaurants in the area. Make your plans soon for your customer thank-you event, sales team get-together or other CMC dinner.

Is the Glass Half Full or Half Empty?

The professional trainer does not care if the glass is half full or half empty.

He just knows that starting the discussion about it will give him ten minutes to figure out why his Power Point presentation isn't working.

Schedule Your Training Today

Don't delay - the time is now to schedule your training for CMC 2011. Contact Mercy Contreras at 303.988.3515 or by [email](#) to set up your time. Each manufacturer has two time slots during training days on Monday, Tuesday and Wednesday. The two time slots are mandatory so that all manufacturers achieve maximum attendance at their training meetings.

Revised CMA By-Laws Are Ready For Your Review

Revised CMA By-Laws have been prepared by the CMA By-Laws Committee. [Please review them at this link](#). A vote of the CMA membership will be taken on these new by-laws in the CMC 2011 Opening Session. If you have questions, please direct them to the By-Law Committee Chair, [Carroll Hollingsworth](#).

Thanks to our generous sponsors:



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www.iwceexpo.com



www.mccmag.com

CMC 2011 is November 6-9.

Leaders in wireless know: For training and networking, for manufacturers, manufacturer's representatives and distributors, this is the key event of the year.

Don't miss it!

Mercy Contreras
Executive Director, CMA