

USDC

Utah Supplier
Development Council

Happy Summer USDC Members:

The year is marching on and here we are in July already. I don't know about you, but I like the change in seasons, especially summer. Even though there are hot days, I love that we can go swimming, have barbeques, and take life a little easier.

If you've been a regular member of USDC, you know that we take the month of July off from our regular monthly meetings. Hopefully, you were able to attend the SWIRE Distribution center meeting in June. We want to thank Daniela Cherry for putting this meeting together. We had a great crowd there and ended the meeting with an educational tour of the distribution center. Seeing the stacks of Coca Cola products really put me in the mood for summer fun.

We also want to thank Randi Ruff for working with Salt Lake County and Salt Lake City in presenting their purchasing processes for our May meeting. Again, we had a great crowd there who not only networked with our presenters, but also spent time networking with each other.

One of the things we constantly try to bring up at each meeting is the opportunity that we have to network with the group. Your next customer may not be the people presenting at a meeting, it may be the person sitting next to you or in line behind you. You never know who is in the market for your product or service. Coming to one meeting and believing that you will make your million dollar sale is a great dream, but isn't reality. You need to become familiar with the group and make yourself known to more than the presenter.

One of my favorite marketing guru's, Seth Godin, says this: "Marketing is a contest for people's attention." With all the competition out there, you need to work smarter to get your next customer. Make a commitment to yourself to talk to more people at networking events, to be more genuine, to open yourself up to the opportunities that are around you.

We have a great 2nd half of 2015 in the works, including the annual PTAC Symposium scheduled for October 20th. We look forward to seeing you in August. Look for details on our upcoming meetings on the website.

And in the words of Seth Godin:



Go

Make something happen.

www.sethgodin.com

See you soon,

Jenifer Scoffield
USDC President 2015