



Next Meeting: Thursday, August 15, 11am-1pm

August 2013

Tanoan Country Club

“NMACC NETWORKING MEETING”

In this meeting, you'll have the opportunity to connect and build relationships with other NMACC members one-on-one.

This popular meeting is entirely devoted to actively sharing your business or organization with other members and guests.

Sponsored by: [Alzheimer's Association of New Mexico](#) & [French Funerals - Cremations](#)

Simply Help with a Simple Message by Jim Myers, [NMACC Board](#)

I am the world's worst salesman, therefore, I must make it easy for people to buy. - F. W. Woolworth

Before Wal-Mart, before Macy's, before Sears, Roebuck and Company, there was [F. W. Woolworth](#). In 1878, at the age of 25, he opened the first Woolworth's as "Woolworth's Great Five Cent Store" in [Utica, New York](#). The store failed within weeks of opening. A little more than a year later, he opened his second store in [Lancaster, PA](#). One hundred years ago, Woolworth's included nearly 600 stores. Today you know them as [Foot Locker](#) (surprised?).



Woolworth pioneered a concept that we now take for granted: fixed prices (in the *good* sense) of goods. Before this historically new concept of pricing, haggling was common in transactions. **He made buying simple.**

Can you imagine today's confusion if you were to visit Target or Lowe's and offered them a lower price than the scanned UPC code? Worse yet, picture making the deal at their self-serve automated checkouts. Can you say "behavioral health" issues?

It's all part of a marketing philosophy we've purposefully yet subconsciously adopted over time. But when you think about, it was all about making transactions easier on both sides of the register.

Enter [George Silverman](#). A psychologist by education, George Silverman is

considered the father of Word-of-Mouth Marketing, or WOMM. In his book, *The Secret of Word-of-Mouth Marketing*, Silverman put forth **The Easy Principle: The company that makes the entire decision process easiest for the customer wins.**



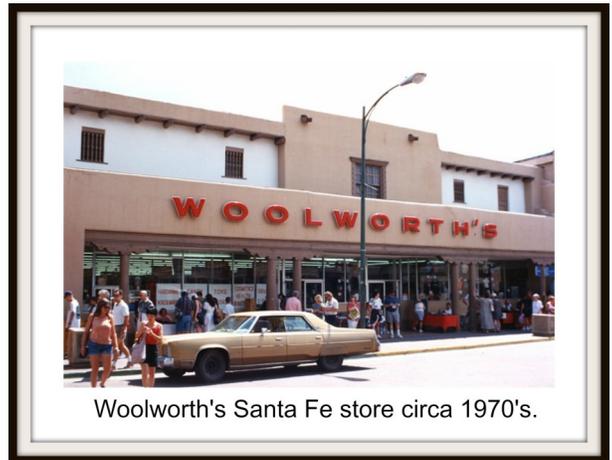
"I've talked with tens of thousands of people who are in the process of making all kinds of decisions... My conclusion: Stop chasing people and pounding them. Instead, get out in front of them and make it easier; remove the blocks, and they will buy, use and rave."

It turns out that he's found that people usually follow the decision path of least resistance.

Now that may not be news to you - because you're involved in [NMACC](#) - an already brilliant move. But as you attend this month's NMACC Marketing Networking meeting, remember this philosophy of marketing. **Keep your message simple.** How does your organization or company make it easier for senior patients, clients or their families to live better? Prepare to share with that in mind.

By the way, Mr. Woolworth expanded to **5 and 10 cent** items at his second, much more successful store. [The rest is history.](#)

Bonus Link: Click on the Woolworth's Santa Fe picture above for their world famous **Frito Pie** recipe.



Woolworth's Santa Fe store circa 1970's.

NMACC^{to go} Continued

NMACC Partypacks: (open houses, social gatherings, verified hearsay...)

- [Palmillia Senior Living](#) Grand Opening, Thursday, August 15, from 3pm-6pm. Entertainment, hors d'oeuvres and cocktails provided. RSVP by Friday, August 9 @ 505-867-5022.
- [Beehive Homes Memory Care in Rio Rancho](#) open house will be held Friday August 16th from 2:00-5:00pm at 204 Silent Spring, Rio Rancho. More? 505-994-1631.
- [French Funeral-Cremations](#) 2013 Hospice/Caregiver Workshop, August 22 at 10:30am-1pm or 5:30pm-8pm. Exclusively for Hospice/Homecare Directors, Nurses, Social Workers and Chaplains. Box meal provided. To RSVP, [Vicki Wilmarth](#), 843-6333.

NMACC Snacks: (non-profit events/causes...)

- Presbyterian Cancer Center, August 24, [Laughter is the Best Medicine](#) To RSVP, Alicia Marcell, 724-6576.
- [2013 Walk To End Alzheimer's](#), 8am registration, Walk begins at 9am, September 21, Harry E. Kinney Civic Plaza.

NMACC Sac: (fast links to helpful educational tidbits)

- [The Home Healthcare Landscape in New Mexico](#), Friday, August 9, 11:30-1pm.
- [NM Conference on Aging](#), August 20-21.
- [Developing Your Perfect 30-Second Elevator Speech Workshop](#), August 22, ABQ Hispano Chamber.
- [3rd Annual New Mexico Guardianship Symposium](#), August 23, 8:30am-4:30pm
- Join [NMACC NOW](#) and receive a special, end-of-the-year rate.
- Did you know that [Albuquerque Ambulance Service \(AAS\)](#) provides transport for emergency *AND* non-emergency situations? For more information, contact [Jeff Kinney](#) or call 761-8200.

NMACC Almanac: (internal calendar)

Please calendar: September 19, October 17, November 21, December TBD



"NMACC to go" Submission deadline for next edition:

Thursday, September 5, 2013.

Please provide a link and email contact/phone number to your activity/event. Send submissions to: [NMACC to go](#).