

NMACC *to go*



This month's meeting, March 16, 11am-1pm

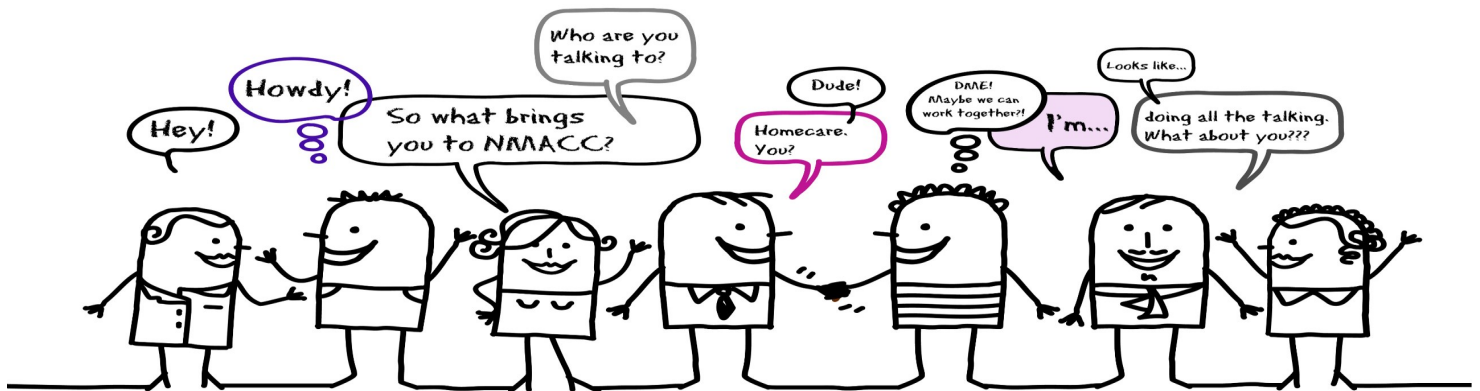
March 2017

[Tanoan Country Club](#)

This month's sponsors (*yep, they're links*):



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Collaboration Marketing

When we get together at NMACC for these “Networking” meetings, we’re really honoring the idea of Collaboration Marketing. Collaboration marketing is the process of aligning your company's interests, resources, and marketing muscle with other like-minded companies to accomplish much more than you might be able to do on your own. It may not be formally implemented, but collaboration marketing serves to serve our seniors better.

[Forbes calls Collaboration Marketing “the next big thing.”](#) The internet has “tightened the spaces” between companies - helping realize the potential of working together. Albuquerque Business First’s “Philanthropy 3.0” mini-conference encouraged non-profits to collaborate, saving valuable donor dollars for more effective advertising and marketing. Like any partnership, domestic or otherwise, make sure that the connection is a credibility-enhancing one. The more it looks like a referral-generating relationship, the less appealing it is to the general public. Authenticity for the customer, client or patient must be the order of the day in these collaborations.

Editor's Piece



Jim Myers

The membership of NMACC always seems to embrace these **Network Marketing Meetings**. It gives us all the opportunity to proudly but humbly serve each other. Even with competitors in the room, we all realize that it takes a lot of resources to give continuity to our area's seniors.

I'd encourage you to dig a little deeper than usual in forming and reinforcing your relationship with others today. Concentrate on connecting as humans rather than elevator speech-throwers. If you do, you'll be how surprisingly easy it is to build trust and bonds beyond our meeting. Happy Networking! J

NMACC to go continued

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

- [The Rehabilitation Center of Albuquerque](#) is having an open house to unveil its recent renovation and enhanced clinical services and programs. The event will be Wednesday, March 22, from 5-7pm at 5900 Forest Hills Dr. NE, ABQ. To RSVP, contact [Kathryn Deback](#) or call 822-6000.
- April's [Senior.One's "Connect!"](#) event will be held at Haven Behavioral Hospital on Wednesday, April 12th. This will be a networking coffee event, from 9:30am-11am. For more information, contact [Lisa Quintana](#) or call 417-9771.

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



- The Presbyterian Foundation Daffodil Days is happening Friday and Saturday, March 17th & 18th. Bunches of 10 are \$8 and arrangements of 10 with ribboned-glass vase, greens and baby's breath are \$20. Locations throughout the area, including Presbyterian hospitals, Flying Star restaurants, Sam's Clubs and some Walgreens. Complete listing of site locations and times at [phs.org](#).
- American Lung Association's ["Fight For Air Climb"](#) will take place on Saturday, April 1, at 500 Marquette. For more information or to register, click on the link above.
- [American Heart Association's National Walking Day](#) is Wednesday, April 6th. Lace up and move!

NMACC Sac: (fast links to helpful educational tidbits)

- Here are some good tips on networking from "Under 30 CEO": ["10 Mistakes that Cost You Sales Leads at Networking Events."](#)

Next Month: [Myles Copland](#), Secretary, Aging and Long-Term Services



For nearly two years, Myles has lead a state department with 235 employees and a budget in excess of \$64 million to enhance quality of life for New Mexico elders, people with disabilities, and their caregivers. In addition, he oversees implementation of [The New Mexico State Plan for Family Caregivers](#), using departmental resources and collaboration with external partners to ease access to resources for a family caregiver population of 419,000.

"NMACC To Go" Submissions for announcements of any kind will be published the month of the event, unless the event scheduled occurs before the date of distribution. For accuracy, "Series" events (regular meetings) must be submitted monthly. Deadline for next edition: **April 7, 2017**

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

Want to find out more about NMACC? Go to [New Mexico Association for Continuity of Care](#). Attend the luncheon? Go to ["Calendar of Events"/NOTE](#).