



MAR 2007

# The Dog's Bark

A PUBLICATION OF MAD DOG WIRELESS, INC.

## In Remembrance...

*Rebekah Sheppard Sutton  
March 1981 - January 2007*



Rebekah in her production office at Murphy Broadcasting.

She was only 26, yet she left behind countless years of worth and accomplishment in her upward path of a memorable life. Rebekah Sheppard Sutton was the treasured Production Manager of Murphy Broadcasting; valued for her personality and friendship as

much as for her talented skills. She was warm, intelligent, and very funny. Rebekah was a welcoming pleasure for commercial clients seeking a creative, resourceful approach to achieve their advertising goals. She was also a valued friend with a strong shoulder to lean on and an unforgettable smile always ready to make things better.

Rebekah was extremely talented and highly creative. She treasured her degree from Indiana's Ball State University and loved her job. She had dreams of a long and enduring future, surrounded by family paving the way for achievements in a far-reaching career in radio/television she could only imagine might come true. Rebekah adored her parents, her husband Justin, and she was

enamored with her beautiful two-year-old daughter, Taylor (who would always cling to her Mom with clear devotion.)

Everyone who knew Rebekah liked her. It was simply impossible not to feel that way about her. She was a totally good person - reliable, steadfast, yet witty and always approachable. She will be greatly missed by all.

Rebekah, who had been battling asthma and continually fighting the ravages and pain it caused, passed away on January 2, 2007.

Rebekah leaves behind her mother and father, Betty and Vick Sheppard, sister Jennifer, husband Justin Sutton and daughter Taylor. She also leaves behind innumerable friends who will miss her greatly. She truly was special.

*Rest In Peace, Bekah*



### What's Your Budget?

By Chris Rolando - President



This month I was at a TV station installing some of our productivity

software, In A Box Business Solutions. While there, we were reviewing the many questions that make up a CNA (Customer Needs Analysis). It had all of the usual questions with some exceptions. The one that jumped out at me was this one: "What is your budget for advertising?"

I have seen this on a number of CNA's, and have been asked it walking into a store to make a purchase. My first impression when I hear this line is a scene from the original "Vacation" movie with Chevy Chase. In this particular scene, Clark (Chase's character) has driven his car off a closed road and is standing in front of a garage where two rather sketchy looking repair men have just finished work on his car. Clark asks "How much do I owe you?" to which the mechanic replies "How much you got?"

I have two problems with being asked "What's your budget?" for anything. Number one is that most of us either have no budget or have put together a budget that is based upon incomplete information (for example: my accountant told me to put aside 2% of gross sales). The second is, it makes whoever is asking look a lot like the mechanics I talked about above.

I see our job in advertising as moving a product or helping convince people to take action. Each action or product has a

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### \$20 Shoe Shine...

By Rick Murphy - CEO



Rick and granddaughter Rylee enjoy a moment together.

Last month, I was in the Salt Lake City airport and walked past a shoe shine booth. Looking down at my shoes, I shook my head. After traipsing through Cedar Rapids and then Twin Falls, Idaho, the snow had taken their toll on my Johnston Murphy's. I hopped up in the chair and said "Can you do anything for them?" The man said "Let me try", and he went to work.

It took nearly 20 minutes, a number of brushes, polishes and waxes, but when he said "all done" it looked like he had just given me a new pair of shoes. "That's five dollars", he said. I pulled out a \$20 and he reached for his roll to make change. "No", I said, "That was a \$20 shoe shine". This man had RESTORED my shoes.

Sometimes I see people eating breakfast and figuring out what a 15% tip is. I wonder if many of us have forgotten what a privilege it is to have someone serve us... usually someone who makes less than minimum. Well, someone who serves us an inexpensive meal, like a \$6.00 breakfast, walks away with 90 cents for the same work as any other meal served, and some people keep servers running for no good reason. I try to remember that serving me breakfast takes as much work as

lunch or dinner, and tip accordingly. Lunch could be about \$15 to \$20 and 20% of that would be just 4 bucks. So that is my breakfast tip too. For dinner, 20% is a starting place, but outstanding service deserves an

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## It's Still Not Too Late...

By Tim McDonnell - Bullhead Manager



Here's an amazing truth that you may, or may not, find hard to believe: Most of the New Year's resolutions that you made won't make it until St. Patrick's day. Is it because you're weak and lazy? Perhaps, but that's for you to work out.

Most people do not keep their resolutions because they've made ones that aren't really important... to *them*. They quit smoking because they are pressured by friends and family. They decide to diet because they are pressured by a spouse who would prefer to visit Shamu, not sleep with Shamu. They join a gym because they want to look like the hot fitness model on the poster, but when they realize the amount of work and dedication it takes to actually become that hot fitness model, they resolve to go for Wendy's instead. This is just as true in your business life, so the big question is: Why do so many people set themselves up for failure?

It's because they're missing the most important ingredient... desire. Most will set lofty expectations because someone *else* desires them to achieve whatever the goal may be. It is not likely that you will make the great personal sacrifices required to achieve a life changing goal unless it is something YOU want to do. Without that certain something that comes from deep within yourself, the decision to make those changes that will improve your way of life are just passing dreams that fade like the thousands of other resolutions made without this critical ingredient. Desire is the one thing that no one can give you.

There are plenty of authors and motivational speakers who will be happy to take your money in return for promises of greatness. While their advice might be valid, it's all wasted without desire. It's not too late to make those resolutions, so do yourself a favor, sit down, have a little quiet time, let every nagging voice, hanging problem and screaming habit become quiet in your mind, then ask yourself "What is the one thing I want more than anything



The Murphy Broadcasting Mad Dog is "grrr-rough" about raising money for the Shriners Children's charities.

## ...Budget?

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specific cost and margin. That is why every business is in business... to make some profit. OUR job, in my mind, is to find out what is needed and put together an ad and schedule that meets that objective, regardless of any knowledge of budget or means. The entire focus needs to be on the accomplishment of the goal and a terrific ROI, Return on Investment (interest on the money being invested in advertising, and payment for cost of goods). What it ultimately costs will be determined by the schedule that is a part of this solution.

Next time you think about asking "What's your budget?", think about this. If I asked you today "What's your budget for a new vacation home?", some of you will answer "Zero" or "25,000" or more. But let me present it another way: If I told you that I had a 3,000 square foot home built last year on 45 acres, one hour from a major airport, in a lovely area of the country where the temperature is 74 degrees 365 days of the year, and you could buy it today for \$85,000... NOW what's your budget? I have a feeling you would FIND the money to make this work. In other words, a budget is fluid and depends upon the perceived value.

Years ago, I was told "A sale happens when someone wants what you're selling more than they want the money in their pocket". We need to feel like what we are getting is worth more than what we are paying.

## ...Shoe Shine

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outstanding tip. Fifteen years ago a tip for a valet was a buck. Some people still think this is enough. I'd like to think the people I trust to park my car deserve just a bit more.

So.... why did I pay \$20 for a \$5 shoe shine? Because the job this man did may have been listed as \$5, but it was worth every bit of \$20. I am going to try to remember that at all times when a TIP is expected.

to change?" It could be personal, it could be business, it could be both. All that matters is that it's the one thing you would do anything to accomplish. And it's that "do anything" part that translates into desire.

So go ahead and make that resolution. Make that life changing decision that is real, the one that is so important you will do anything to achieve it. And when you see me on the street, let me know how it's going!

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