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On-Target Complete Solutions®

We are experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and multi-location companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer

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DUKE TO SPEAK AT MEDIA RELATIONS 2006 NATIONAL PUBLIC RELATIONS TRADESHOW & CONFERENCE

Largest Media Conference in United States-held in New York, April 2006

Linda Duke, principal and CEO of Duke Marketing®, an Integrated Marketing Communications firm, announced today she has been invited to speak at Media Relations 2006 at their annual Tradeshow and Conference in New York on April 9th - 11th at the Marriott Marquis.



"Because of Ms. Duke's experience and stature in public relations, it is our pleasure to invite her to speak at Media Relations 2006," said Diane Malone, speaker coordinator Media Relations 2006. This annual this event typically attracts more than 500 participants, including some of the most prestigious names in public relations and media. Over the past 15 years, these Media Relations Forums have developed the reputation for delivering the highest-level and most practical wisdom of any events in the industry.

Ms. Duke will speak on the topic "How PR Can Take Control of Integrated Marketing" and facilitate a panel discussion with key industry professionals.

"I am honored to be asked to speak at Media Relations 2006 annual conference," stated Linda Duke, CEO and Principal of Duke Marketing. "Following speakers like Carl Bernstein who spoke last year when I attended is huge! My key-note will focus on educating attendees on how PR can integrate with other marketing strategies for more consistency and success."

Duke Marketing wins International Business



Duke Marketing has just completed local store marketing project work with Pollo Campero, the fast growing quick serve restaurant franchise concept based in Guatemala, Central America.

Pollo Campero which began in 1971 has a tremendous following and recognition in Latin America for its famous chicken and now with many new franchise locations opening in the U.S., their brand is gaining national recognition.

The distinctive flavor of their chicken-marinated and breaded with their secret formula has helped establish them as the leader in the chicken business internationally. "We are excited to work with this international brand and be part of bringing the flavors of Guatemala to the U.S." said Duke.



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NEWS

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The Magic of Listening

What do all top leaders and "best companies to work for" have in common? Answer: leaders that listen. At this time of resolutions, what better gift can you give to your employees, your vendors or partners, or even your loved ones, than listening?

Even the best communicators occasionally encounter obstacles when responding to another person. The good news is that these communication roadblocks can be removed by becoming a better listener.

Being aware of communication roadblocks is the first step to becoming a better listener. Below are some common communication roadblocks to watch out for:

Judging or criticizing

Although we're often taught that criticism helps people improve, it is not always the best response. Even if the intention is supportive, by judging and criticizing, we place blame on the speaker and can demean a person already struggling with their problem. Recommendation: step back from the situation and try to see the problem from the world of the speaker.

Naming or labeling

Responding to a person in this way makes them feel foolish by attaching a stigma to the person, their problem or behavior. It also causes us to see this person as this label, preventing us from getting to know them. Recommendation:

Try to see through your immediate responses, and truly listen to the speaker.

Commanding or ordering
Sometimes we think we have the best, most obvious solution to a person's problem, but responding with a command or an order about what they should do implies that their judgment is poor. With a command, there is no collaboration on the problem, just an order. Recommendation:

Try to work together to develop a solution.

Moralizing

Moralizing is when a listener responds by telling someone what they should do. Moralizing is actually demoralizing, and implies that the speaker lacks the moral compass to come up with a conclusion themselves. Recommend:

Recognize that everyone has a personal choice and a set of values and that the speaker does not necessarily share yours.

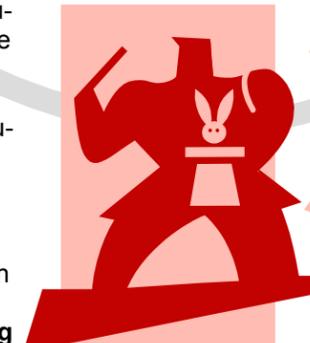
Diverting

Diverting is when the listener attempts to throw aside the speaker's problem by switching to a topic more comfortable to them. The listener loses the opportunity to understand the speaker's concerns. Recommendation: Put the speaker's issues ahead of your own.

Recommendation: Put the speaker's issues ahead of your own.

Advising

Advising is premature problem-solving that tells the other person how to solve their problem. It implies the speaker is not able to see the solution. Recommendation: Let the speaker talk through their problem. Often they will come to their own solution with encouragement from you!



"The most basic and powerful way to connect to another person is to listen. Just listen. Perhaps the most important thing we ever give each other is our attention. Silence often has more power to connect than the most well-intentional words."

—Rachel Remen, *Kitchen Table Wisdom.*

The Top 10 Signs You Work In Marketing

10. You lecture the neighborhood kids selling lemonade on ways to improve their look-to-buy ratio.
9. You get all excited when it's Saturday so you can wear casual clothes to work.
8. You refer to the tomatoes grown in your garden as "deliverables."
7. You find you really need PowerPoint to explain what you do for a living.
6. You normally eat out of vending machines and at the most expensive restaurant in town within the same week.
5. You wear gray to work instead of navy blue to make a bold fashion statement.
4. You know the people at the airport and hotel better than your next door neighbors.
3. You ask your friends to "think out of the box" when making Friday night plans.
2. You think Einstein would have been more effective had he put his ideas into a matrix.
1. You think a "half-day" means leaving work at 5 o'clock.

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From the DUKE

Pictures are worth a 1,000 words, and we thought we would share some of the end of the year highlights with you!

Our client, **Massage Envy** opened several new locations this year and with great success. Photo #1: Glendale, CA was a well attended and publicized event for Massage Envy that also raised funds for the Desi Geestman Foundation for children with cancer. Being so close to Hollywood, we also landed Massage Envy a segment on "Starting Over" a reality show that filmed the guests having massages! It will air in Feb. Photo #2: The new Massage Envy San Rafael, CA hosted a VIP party and also landed the area developer with three new franchisees!

Total Sports our sports retailer client hosted several events including autograph signings with Oakland Raiders Robert Gallery and Lincoln Kennedy. The excitement level and line of more than 200 eager Raiders fans made for a very successful event. Photo 3#: Linda Duke with Lincoln Kennedy of the Raiders. Photo #4: Brent Jones, Hall of Famer of the San Francisco 49ers with Linda Duke. Brent is now one of the partners for Total Sports. Photo #5: Linda Duke emcees a Total Sports golf fashion show and holiday sale at the San Ramon Country Club.

Dauphine Press opened a new retail location in Petaluma, CA. Trish Kinsella, owner of this high-end and unique printing company, produces letter pressed invitations, cards, and more (they printed the holiday card for Duke Marketing), and has landed press in national publications *Weddings*, *Bride*, and countless others. See www.dauphinepress.com Photo #6: Trish Kinsella at the new store opening.

Our newest and fastest growing franchise client, **WineStyles** opened a new location in Granite Bay, CA. Articles in several Sacramento Area publications and #1 TV news landed them new business and awareness right in time for the holidays. Photo #7: Julie Moreland area developer for WineStyles and Linda Duke at the VIP opening event.

Enjoy and all our best for 2006!

Lots of Store Openings and Events!



From Miami to Peru

A few weeks after I spoke at the America's Food & Beverage conference in Miami, we were off to Peru. I had the feeling we were in for an adventure! Our host, Miguel Castillo, owner of a chain of very popular restaurants in Lima, and important community leader had invited many business people to the conference



Linda Duke was a keynote presenter at the 8th Annual America's Food & Beverage Conference in November at the Miami World Trade Center. A gathering of thousands of food & beverage attendees from North, Central and South America.

"It was amazing to see so many great new food products and restaurant concepts from other countries," said Duke. "The excitement level was high by those companies that were making their first steps to bring their goods to the U.S."

One such company, a Lima Peru based restaurant chain and maker of award winning Pisco (the famed alcohol of South America), invited Duke to visit their booth and learn more about their concept. After the long visit, Ms. Duke was invited to give a conference to a group of business people in Lima, Peru in mid December. So, it was off to Lima!



were waiting for me in the lobby to interview me and shoot photos. Then I was whisked off with a whole entourage to the #1 business radio talk show (RPP owned by Grupo-photo) for a live interview regarding my conference. The #1 television station came to film part of the conference where over 90 people were in attendance.

Following my conference was a huge reception with the famous drink "Pisco Sour" (like a margarita but with lemon instead of lime, and sugar in-

I was going to give. The subject was making your business successful and the news of my arrival from the U.S. traveled quickly.

The first morning I awoke to the phone ringing and several newspaper reporters



stead of salt), and then off to a fabulous dinner, and then to a club with a famous Peruvian singer and dancers.

The next day we flew to Cuzco, the small town near Manchupichu at elevation 12,000 ft. Needless to say, I rested most of the day and then was taken by train to the famous Inka ruins of Manchupichu. Words can not describe Manchupichu.

Upon returning to Lima, we were greeted by our host and his friends and were given a large farewell party. It was an incredible journey and I look forward to helping my new Peruvian friends bring their restaurant concept to the US.

—LDUKE



Linda Duke and Michael Fagen of Duke Marketing with Miguel Castillo of Lima, Peru and his translator, Juan at the America's Food & Beverage Conference in Miami Nov. 2005