



BEST WORK DAY

Watching the thousands of amazing women participate in the fight against breast cancer as the 2007 Communications and Publicity Chair for the Susan G. Komen Arkansas Race For the Cure.



WORST WORK DAY

I represented a city tourism promotion commission and had worked with a local affiliate television station to set up live shots that would kick off a summer-long series featuring cities throughout the state for travel. Focused primarily on a large music festival that was scheduled to begin in only two days, I received word that the festival director had been fired. If that wasn't bad enough, several city officials had decided to stage a protest about the firing in front of my scheduled live shots for the whole state to see. It took a day of careful pleading and rearranging before the issue was finally resolved a mere hour before the show.

ADVISORY BOARD

Best business advice you ever received and who gave it: "Never confuse effort with results." Advice given to me by Stone Ward President Millie Ward. A simple yet powerful statement that says it's not about the number of hours you've put in or the countless strategies you've pursued – it's about your ability to meet and exceed your responsibilities and expectations. **Who consistently inspires you?** People who embrace new ideas, welcome change, step out on a limb, take humor seriously, provide mentorship, and find beauty and satisfaction in simple things. **What business men and women do you admire the most?** Colleen C. Barrett, President Emeritus of Southwest Airlines, who built the company's legendary employee-centric culture and customer service commitment.

HOW WILL YOU KNOW when you are successful?

When I have accomplished goals without compromising integrity, shared with those who needed my help, provided value to others, lived up to my commitments and built a community – not just a network.



“Only those who dare to fail greatly can ever achieve greatly.”

– Robert F. Kennedy

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SMALEC

YOU NEED TO KNOW

AS ANDREA SMALEC, APR

TITLE : Director of Marketing & Public Relations
COMPANY : Mitchell, Williams, Selig, Gates & Woodyard, P.L.L.C.
Providing strategic counsel on a variety of sophisticated legal matters for 55 years, the attorneys of Mitchell Williams bring together decades of diverse professional experience and extensive relationships to offer clients in Arkansas and across the United States the most comprehensive services possible. As progressive leaders in the legal community, we work as advocates and partners to help companies meet the complex business needs required to succeed in today's challenging economic climate. The firm employs 76 attorneys from offices in Arkansas, Texas and New York.

why i love this

Public relations allows me to be a storyteller, fire fighter, relationship builder, advocate, charitable provider and strategic counselor, among countless other things.

career goal

To drive strategic communications for the Chicago Cubs or Chicago Bears charitable programs and initiatives.

- Flats Heels
- Left-brained Right-brained
- iPhone Blackberry

FAVORITE WORKPLACE EXPRESSION

“That [fill in the blank] is totally clown shoes.”