

# Communications Capacity-Building Program

## Turning Executive Presence into Influence and Impact

Led by Sharon Tallach Vogelpohl, president and CEO of mhp.si

### Visit the program homepage for:

Upcoming Webinar Info & Registration

1:1 Consultations Requests

Webinar Resource Library

Feedback survey & request for future topics

<https://mhp.si/wff-comm-cap-program/>

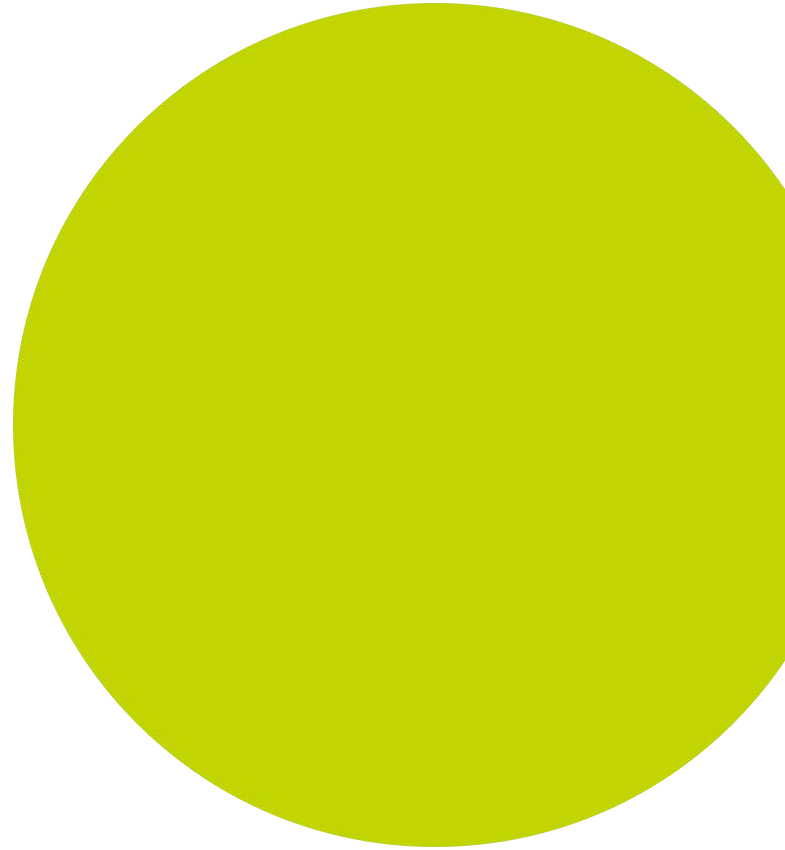
### Upcoming Webinar

## Get the Most Out of Your Email Marketing

Wednesday, April 8 • 11:00 am – 12:00 pm

# Turning Executive Visibility into Influence and Impact

Sharon Tallach Vogelpohl





# **Speaker Introduction**

**Sharon Tallach  
Vogelpohl,  
President and  
CEO of mhp.si**



## A little about **Sharon**

- **1994**: Started as an intern with Mangan Holcomb Partners (now mhp.si)
- **2005**: Named principal of Mangan Holcomb Partners
- **2010**: Named president Mangan Holcomb Partners
- **Today**: Currently president and CEO of mhp.si

## A little about Sharon

Arkansas Business 40 under 40

Past President of Little Rock Rotary Club & Rotary International Branding Committee Chair

Member of the UA Little Rock College of Business Advisory Board

First Female President of the Arkansas Sports Hall of Fame

Women's Foundation Woman of the Year in Business

Top Women in Marketing and PR  
People of the Year by PRNEWS

Top Women in Communication by PR Daily

Board of Directors/Legacy Award for Arkansas Junior Achievement

Past President, Fifty for the Future

National Advertising Review Board



# **The Importance of Executive Visibility**

# Executive Visibility

Executive visibility is a **strategy** used to grow an executive's presence and exposure in order to **impact an organization's success.**



**It's not  
about you.  
It's about the  
organization .**

## Why executive visibility?

1 + 1 = 3: Enhances your **personal brand** and your **organization's brand**

- ✓ Builds Awareness
- ✓ Cultivates Trust
- ✓ Creates Opportunity
- ✓ Attracts Talent
- ✓ Opens Doors



## Key Elements

- ✓ Personal Brand
- ✓ Internal Visibility
- ✓ Community Involvement
- ✓ Executive Speaking Engagements/Events
- ✓ Media/Interviews/Op-Eds
- ✓ Social Media/Content/Engagement
- ✓ Awards/Recognitions



## Personal Branding : Unique to you

- ✓ Approachable
- ✓ Authentic
- ✓ Active
- ✓ Animated
- ✓ Authoritative
- ✓ Accountable
- ✓ Appreciative





**But first...**



**Google yourself .**


# How Google perceives you is how the world perceives you.

The screenshot shows a Google search for "Sharon Tallach Vogelpohl". The search bar is at the top, with the name entered. Below the search bar are navigation tabs: "All Mode", "All", "Images", "News", "Videos", "Shopping", "Short videos", "More", and "Tools". The search results are displayed below, featuring a large profile picture of Sharon Tallach Vogelpohl on the left. To the right of the photo are three snippets of information:

- LinkedIn:** Sharon Tallach Vogelpohl - MHP/Team SI - LinkedIn. Sharon Tallach Vogelpohl, MHP/Team SI, Centenary College of Louisiana, About, Launching her agency career as an intern at then Mangan Holcomb Partners (MHP) in ...
- Arkansas Business:** Sharon Vogelpohl - Arkansas Business. Being in the right place at the right time is how Sharon Tallach Vogelpohl, 32,...
- Arkansas Money & Politics:** Sharon Tallach Vogelpohl - AMP - Arkansas Money & Politics. Includes a smaller profile picture of Sharon.

Source: Arkansas Money & Politics

# Always check the news ...


 Hot Springs Sentinel Record

## WATCH | Sharon Tallach Vogelpohl reflects on becoming first female president of Arkansas Sports Hall of Fame

Tallach Vogelpohl has served as first vice president for the past two years, and she assumed the presidency Friday following the ASHOF induction ceremony at...

Apr 14, 2025



 Arkansas Business

## Sharon Vogelpohl

Being in the right place at the right time is how Sharon Tallach Vogelpohl, 32, explains her swift rise through the advertising, marketing and public...

Dec 29, 2023



 Arkansas Money & Politics

## Power Couples: Carl Vogelpohl and Sharon Tallach Vogelpohl

In a new series, Power Couples, Arkansas Money & Politics will introduce you to some of the most interesting and influential pairs in the...

Nov 8, 2017



 Talk Business & Politics

## Mangan Holcomb, Team SI marry brands, Sharon Vogelpohl to lead as CEO

Mangan Holcomb Partners (MHP) and sister company, Team SI, announced a more integrated, co-branded operating structure and website on Thursday.

Sep 17, 2020



 Little Rock Soirée

## Sharon Vogelpohl Makes the Big Catches for Mangan Holcomb Partners





**What does AI  
have to say?**

# Earned media coverage is essential for AEO

Sharon Tallach Vogelpohl

16 sites

Sharon Tallach Vogelpohl is the **President and CEO of mhp.si**, a full-service performance marketing agency based in Little Rock, Arkansas. As of early 2026, she has spent over 30 years at the firm, famously starting as a college intern in 1994 and working her way up to lead the company.

**Professional Background**

- Agency Leadership:** She was named president of the firm (then Mangan Holcomb Partners) in 2010 and added the CEO title in 2020 after the agency integrated with its sister company, Team SI.
- Industry Expertise:** Vogelpohl is a member of the [National Advertising Review Board](#) and has worked with major clients like Walmart, Verizon Wireless, and J.B. Hunt.
- Key Accomplishments:** Under her leadership, the agency has been named to the [Inc. 5000](#) list of fastest-growing companies and won multiple Arkansas Business of the Year awards.

**Community and Civic Involvement**

- Arkansas Sports Hall of Fame:** In April 2025, she became the [first female president](#) of the organization.
- Rotary International:** She is a past president of the Rotary Club of Little Rock (Club 99) and has chaired the global branding committee for [Rotary International](#).

Ask anything

Gemini "Sharon" Result

Who is mhp.si

13 sites

mhp.si is a prominent full-service performance marketing and public relations agency based in Little Rock, Arkansas. Historically known as MHP/Team SI, the firm officially rebranded to the streamlined "mhp.si" in July 2024 to mark its 52nd anniversary.

**Core Expertise and Services**

The agency is best known for coining the term "TraDigital," a methodology that blends traditional marketing discipline with advanced digital performance strategies. Their services include:

- Strategic Communications:** Specialized in reputation management, crisis communications, and public relations.
- Digital Performance:** Comprehensive data-driven marketing, including SEO/AEO, paid media, and analytics.
- Creative & Content:** Award-winning video production (housed in their "Studio West" facility), branding, and web/app development.
- Proprietary Tech:** They utilize Doppio®, a unique data-analytics platform that pairs professional insights with real-time intelligence to optimize campaigns.

**Locations and Leadership**

- Headquarters:** Located in the Riverdale district of Little Rock, with additional offices in Rogers (Northwest Arkansas) and Memphis, Tennessee.
- Leadership:** Led by President and CEO Sharon Tallach Vogelpohl, with other key shareholders including Tim Whitley (Founder of Team SI), Lannie Byrd (COO), and Chip Culpepper (Chief Creative Officer).

**Industry Focus and Recognition**

The agency serves over 800 clients across highly regulated industries such as healthcare, banking, legal, higher education, and government. Notable clients include Walmart, J.B. Hunt, and various state agencies. They are a Google Premier Partner and have been repeatedly recognized by Inc. Magazine and Arkansas Business as a top-performing workplace and firm.

Would you like to see a list of their recent award-winning campaigns or more details on their TraDigital marketing approach?

Ask anything

Gemini "mhp.si" Result

# Utilizing ChatGPT and Claude AI

## Sharon Tallach Vogelpohl — Executive Overview

### Current Role

President & CEO of MHP/Team SI, a nationally recognized, Arkansas-based marketing and strategic communications firm.

### Professional Profile

Senior marketing executive with nearly three decades of experience in advertising, public relations, and performance marketing. Advanced from intern to CEO within MHP, demonstrating sustained leadership and operational impact.

### Leadership & Organizational Impact

Leads a firm serving 800+ clients across 45+ states and Canada. Instrumental in scaling the organization and expanding capabilities in data analytics, marketing automation, and digital platforms. Recognized by Inc. 5000 and Adweek for growth and performance.

### Industry Recognition

Honored as PR Daily Top Woman in Marketing (2023). Arkansas Business 40 Under 40, Executive of the Year finalist, and Arkansas Power List member.

### Board & Professional Service

Member of the National Advertising Review Board (BBB National Programs). Active in civic and nonprofit leadership, including Rotary initiatives and Arkansas-based organizations.

### Education

Centenary College of Louisiana — Business Communications. NCAA Division I athlete.

### Professional Positioning

Operates at the intersection of strategic communications, performance marketing, and executive leadership. Focuses on data-driven decision-making and scalable growth strategies.

### Summary Assessment

A long-tenured CEO who has transformed a regional firm into a modern, data-driven enterprise with national recognition and influence.

## Sharon Tallach Vogelpohl

President & CEO, MHP/Team SI  
Little Rock, Arkansas

### ABOUT

Sharon Tallach Vogelpohl is one of the most highly respected communications strategists in the nation. She launched her career as an intern at Mangan-Holcomb Partners in 1994 and has spent nearly 30 years with the same agency — now known as MHP/Team SI — rising from intern to President, CEO, and Partner. Under her leadership, the firm has grown almost 10-fold into the largest performance marketing firm in Arkansas, serving 800+ clients across 45 U.S. states and Canada.

### CAREER HIGHLIGHTS

MHP/Team SI — President & CEO / Partner  
1994 – Present | Little Rock, AR  
Grew agency nearly 10x into Arkansas's largest performance marketing firm. Leads a team of 130+ across a family of companies with offices in Little Rock and Rogers, AR.

### EDUCATION

Centenary College of Louisiana

### AWARDS & RECOGNITION

- PR Daily Top Women in Marketing — Agency Leader (2023)
- Ragan Top Women in Communications — Leader Class of 2021
- PR News People of the Year (2020)
- Women's Foundation of Arkansas — Woman of the Year in Business
- Rotary International Service Above Self Award
- Arkansas Business Executive of the Year Finalist
- 2023 National Advertising Review Board Member

### AGENCY ACCOLADES UNDER HER LEADERSHIP

AdWeek Top 100 Fastest-Growing Agencies	Inc. 5000 Fastest-Growing Companies (5x)	Inner City 100 — 7 Consecutive Years
PRSA Silver Anvil Award of Excellence (2x)	TraDigital™ methodology pioneer	Clients in 45 states + Canada

### CIVIC & INDUSTRY LEADERSHIP

Sharon is recognized throughout Little Rock not only as a consummate marketing professional, but also as a humanitarian and mentor to aspiring young women. She serves on the Arkansas Urology Foundation Board of Directors and has championed health awareness campaigns across underserved, rural communities in Arkansas.



**It Starts Inside...**

## Internal Visibility

- ✓ Coffee with the CEO
- ✓ Hanging out/eating lunch in breakroom
- ✓ Engaging in internal events
- ✓ Public shout-outs
  - Intranet, emails
  - Social media
- ✓ Personal notes
- ✓ Love bombs



# Fostering **executive visibility** in your organization

## Build **future** leaders

Frequent shout-outs to your organizational leaders – shows both your ability to create new leaders and that your organization is filled with them.

## Encourage their **visibility**

Show strength in your ability to train leaders – fuels talent recruitment and retention.

# Fostering executive visibility in your organization



Event co-chairs Kristen Nicholson, Sharon Vogelpohl and Whitney Burgess



Kelly Brown, Chris Beniche and Allie Brown



Dancers from Ballet Arkansas perform a portion of Swan Lake.



Survivor Sofia Young, 2, with her mother Alisha Hawks and Ivan Robledo



Rick Fleetwood, chairman of the Red Tie Society, and Ellon Cockrill, chairman of the Circle of Red



Lana Campbell, Jennifer Christman and Jennah Denney



Stacy Wilson, Tanya James and Jane Wayland



Darwin and Lisa Buehler

born with multiple congenital heart defects. She arrived at the luncheon in a Wonder Woman costume complete with a cape and a bright blue bow in her hair.



Elizabeth Andreoli and Debi Barnes

Up first was the Shannon Boshears Band, who got the party started with a blusey, guitar-heavy tune. Next, a pair of dancers from Ballet Arkansas enchanted the audience with an excerpt from Swan Lake. And closing the luncheon was a lively performance from the rock-and-soul duo Dazz and



Elbert Jordan, survivor Mona Lisa Mallory and Cherie Abston

Sharon Vogelpohl, Kristen Nicholson and Whitney Burgess cochaired the event. The one-item live auction — a painting

— sold for \$1,800.

The star of the event was Sofia

Write a comment...

Page View Share Save More

Upvote Downvote



# Shouting out wins



Sharon Tallach Vogelpohl · You

CEO · Innovation, Intensity, Impact

7mo · 🌐

As if we needed one more thing to admire about [Chip Culpepper](#) ?  
Can't wait to see the series and I am so proud of Chip's and [MHP/Team SI](#) 's support of the [100th Bomb Group Foundation](#) ! stv



mhp.si


2,201 followers

8mo · Edited · 🌐


Our Chief Creative Officer, Chip Culpepper, is president of the 100th Bomb Group Foundation, which played a crucial role providing historical & technical advice in the creation of "Masters of ...see more



# Engaging with employee content


 **Sharon Tallach Vogelpohl** · 1st  
CEO · Innovation, Intensity, Impact  
1yr · 🌐

Smartness from the smart people... thank you [Mark Samber, PhD](#) and our dedicated SEO team! stv

 **mhp.si**  
2,201 followers  
1yr · 🌐


Anytime Google updates its algorithm, it causes quite a stir. Our resident SEO expert Mark Samber breaks down Google's recent "Helpful Content Update" in this blog and video so you can make sure your website remains at the top of search results.

🔗: <https://bit.ly/3RFMXBx>


 **Deciphering Google's "Helpful Content" Algorithm Update - MHP/Team SI**  
mhpteamsi.com

👍 6 2 comments


 Sharon Tallach Vogelpohl reposted this ...

 **Julie Craig Wax** · 2nd  
Queen of words 🙌  
3mo · 🌐 + Follow

Our workspace is truly beautiful. ❤️


 **Innovative Business Interiors**  
129 followers  
3mo · 🌐 + Follow

Throwback Thursday! We loved collaborating with [mhp.si](#) to outfit their downtown Bentonville conference room. Creating spaces that inspire collaboration and productivity is what we do best ...more



 **Sharon Tallach Vogelpohl** · You  
CEO · Innovation, Intensity, Impact  
1mo · Edited · 🌐

I know [Kristen Vandaveer Nicholson, APR](#) of [mhp.si](#) will be batting bottom of the order at the PRSA SW District Conference, but I promise it'll be worth the wait! If you haven't seen our office on the ...see more

 **Public Relations Society of America - South...** + Follow  
1,470 followers  
1mo · 🌐

The Creator Economy is arguably the biggest disruptor the marketing and communications industry has faced in decades. Don't miss [mhp.si's Kristen Vandaveer Nicholson, APR](#) as she ...see more



# Celebrating accomplishments with internal communications (intranet)

Wanted to give a quick Arkansas Food Hall of Fame shoutout as nominations came to a close on the 29th! THANK YOU to all who voted and supported us with creative assets, campaigns, social, PR, and more. @Mark Hinson @Chip Culpepper @Julie C. Robbins @Mary Claire Imbro @Chad Badeaux @Patrick Pipkin @Chris Bell-Davis & Taylor!

There will be more promotion/events throughout the year with the winners event happening in September, so stay tuned for food of the year, winners, finalists, and more! 🍷🥂🥗

**\*\*\*TOTAL: 1,417**

**\*\*\*ALL 75 COUNTIES REPRESENTED!** #arkansas\_food\_hall\_of\_fame #nominations #counties

👍👏 8 4 comments

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Like Comment

**Mary Claire Imbro**  
Great job, everyone!

Like Reply 6 months ago

**Sharon Tallach Vogelwohl**  
Amazing!!! New record! ❤️ stv



**Community  
Involvement**

# Executive Visibility in the community

Find meaningful ways to be visible

- Civic/Service Organizations
- Professional Organizations
- Chambers of Commerce
  - Leadership Programs
- Passion Nonprofit Boards
- Purposeful engagement relevant to your area of focus – education, health/wellness, etc.



ARKANSAS SPORTS  
HALL OF FAME

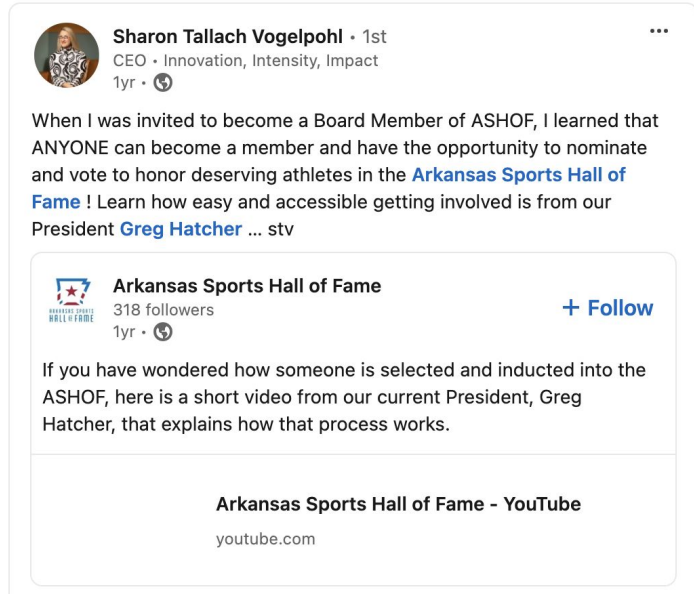
PRSA



# How do you fully leverage board opportunities ?


## Look for internal opportunities within boards

- Show Up
- Start with committees and work toward leadership
- Take advantage of provided networking and volunteer opportunities
- Engage with fellow members on social media



**Sharon Tallach Vogelpohl** · 1st  
CEO · Innovation, Intensity, Impact  
1yr · 🌐

When I was invited to become a Board Member of ASHOF, I learned that ANYONE can become a member and have the opportunity to nominate and vote to honor deserving athletes in the [Arkansas Sports Hall of Fame](#) ! Learn how easy and accessible getting involved is from our President [Greg Hatcher](#) ... stv

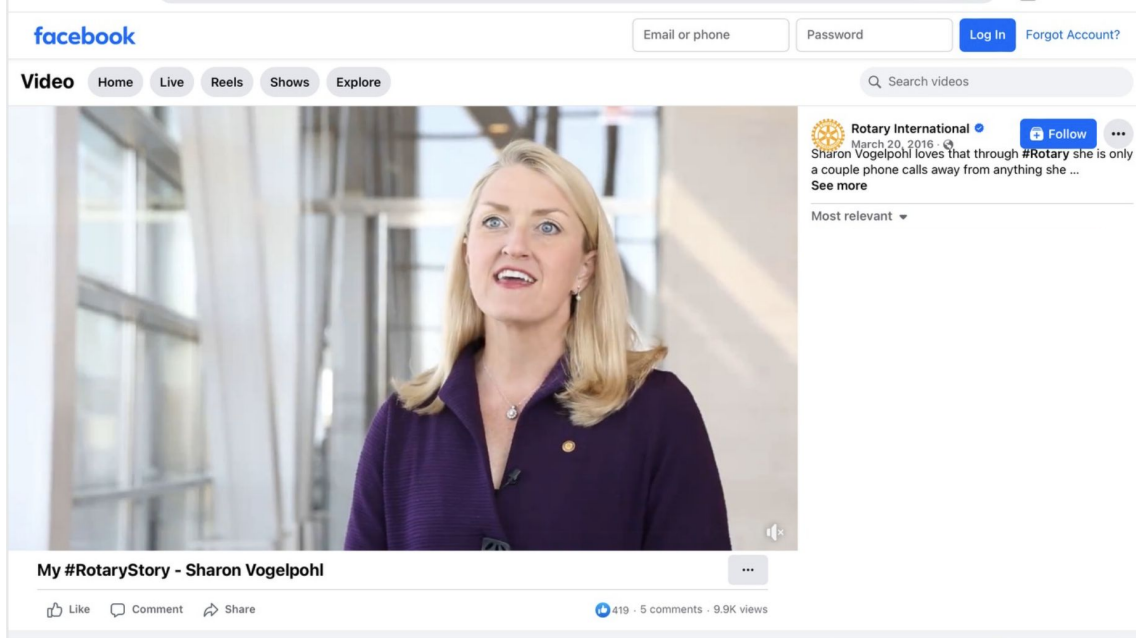
 **Arkansas Sports Hall of Fame**  
318 followers  
1yr · 🌐 [+ Follow](#)

If you have wondered how someone is selected and inducted into the ASHOF, here is a short video from our current President, Greg Hatcher, that explains how that process works.

**Arkansas Sports Hall of Fame - YouTube**  
youtube.com

**Engagement with non-profit board members on social media**

# Local involvement can lead to national platforms



Grow local and regional involvement to national opportunities

# Local involvement can lead to national platforms



# Local involvement can lead to national visibility

“What could we do to help our friends and neighbors in our own backyard?”

Members of the Rotary Club of Little Rock, Ark., took a field tour to see in hand and extend the growing season. Top: Farmer Joe Carr (second from left); Sharon Talbot (center) brought her tractor and son, Jonathan, to help. Rotarians and staff from the Heifer International worked together to build the structure.

“Agriculture is the lifeblood of Arkansas—it’s the state’s original business,” says Sharon Talbot Vogelpohl, an Arkansas Rotarian for nearly 20 years. But that business has become more challenging in recent years as row-crop farming has become more commoditized, making it difficult for families who have been farming for generations to make an adequate living.

Vogelpohl, who was club president during the Rotary Club of Little Rock’s centennial year in 2014, says club members wanted to mark the milestone with a project that would have a lasting, local impact. “With all the good that Rotary has done internationally, we wondered what we could do to bring that good home here in Arkansas, which is a very impoverished state,” she says. “What could we do to help our friends and neighbors in our own backyards?” The conversation quickly turned to a farming project.

The Little Rock club (nicknamed “Club 99” because it was the 99th Rotary club chartered) meets weekly at the William J. Clinton Presidential Library, which is a 90-minute drive from the headquarters of Heifer International. Heifer is a nonprofit that provides training and resources to help farmers improve their livelihoods through sustainable agriculture. Given the proximity—and that several Heifer employees are members of the Rotary Club of Little Rock, including Arlyth N. Wilshrink, operations director for Heifer USA—the two organizations teamed up to help Arkansas farmers.

Around the world, Heifer teaches farmers how to increase production sustainably on new markets. It also helps small-scale farmers form cooperatives, where locals produce directly. The goal is to increase profits by about 30 percent while the community with more locally produced goods. A key component of Heifer’s mission in the Arkansas project, is the formation of a food subscription network—a food subscription service where consumers buy produce in advance, guaranteeing farmers a market for their crops, regardless of how weather conditions may affect their output.

In Arkansas, Rotarians fund the project through their efforts, including an information session where members offer advice in their areas of expertise: marketing, finance, and more. The project is a success story, with farmers reporting increased production and profitability.

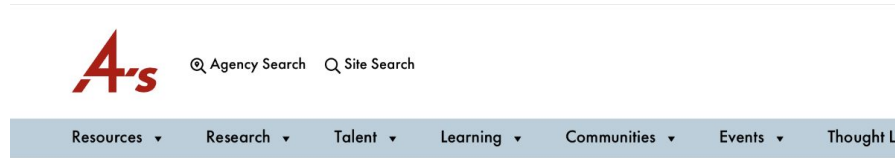
TOGETHER, WE  
**CELEBRATE**

Rotary unites problem solvers around the globe. This year, The Rotary Foundation celebrates one century of Rotarians improving lives and communities — because that’s what people of action do. Learn more at [Rotary.org](http://Rotary.org)

Rotary PEOPLE OF ACTION

1.2 Million in circulation in “The Rotarian”

# Use your **professional organizations** to your advantage



## **BBB National Programs Selects Tallach Vogelpohl to Serve on the 2023 National Advertising Review Board**

January 17, 2023 10:25 am  
4As Member

LITTLE ROCK, Ark. (January 10, 2023) – BBB National Programs announced today that it has selected Sharon Tallach Vogelpohl, president and CEO of MHP/Team SI, as one of the 91-panel pool members of the 2023 National Advertising Review Board, the appellate body for the U.S. advertising industry’s system of self-regulation.

Founded in 1971, the National Advertising Review Board provides appellate review of BBB National Programs’ National Advertising Division and Children’s Advertising Review Unit decisions. Panel pool members, selected for their stature and experience in their fields, provide independent peer review to ensure truthfulness and accuracy in national advertising and help promote voluntary compliance with self-regulatory decisions.

“I’m honored to serve on the 2023 National Advertising Review Board,” said Tallach Vogelpohl. “Over the past 50 years, our agency has become regionally and nationally known for innovation, but integrity is always first. I’m honored to serve in this capacity to ensure truthfulness in our trade.”

Tallach Vogelpohl joined the agency in 1994. In collaboration with her partners, she has grown the agency almost 10-fold into the largest performance marketing firm in Arkansas, including new startup companies in SaaS, syndicated websites, app development and other innovative services

# Send them your **press releases!**

Your **Local Chamber of Commerce** is a strategic communications channel, along with your other professional organizations.

[Welcome](#)[Member Services](#)[Live & Work](#)[Do Business](#)[Advocacy](#)[About Us](#)[News & Events](#)

## MHP/TEAM SI'S SHARON TALLACH VOGELPOHL RECOGNIZED AS TOP AGENCY LEADER IN PR DAILY'S 2023 TOP WOMEN IN MARKETING LIST

Published Wednesday, August 30, 2023

by Nyasha Bgoni

*National award honors "trailblazing women" with "relentless creativity"*

**Little Rock, Ark.** (Aug. 22, 2023) — MHP/Team SI, a full-service, data-driven performance marketing firm, announces that Sharon Tallach Vogelpohl, president and CEO of MHP/Team SI and president of the MHP/Team SI Family of Companies, has been included as an Agency Leader in [PR Daily's 2023 Top Women in Marketing list](#).

This award recognizes the achievements of trailblazing women who have raised the bar for the rest of the marketing world, developing high-performance, creative work across advertising and marketing industries. Winning multiple national awards for its marketing and public relations campaigns, MHP/Team SI is an Arkansas-based company with a growing national footprint.

"The agency business is the ultimate team sport," Vogelpohl said. "This award is a reflection of the creativity, strategic thinking, and innovative teamwork at MHP/Team SI. I'm proud to be a part of this incredible team."

According to the announcement from PR Daily, "From top communications leads at agencies to analytics aces, these women have demonstrated the ability to unlock new opportunities and generate impact across diverse domains through cutting-edge tactics and tools."

Nominations were sought in 2022 for bold, innovative, visionary women with exceptional traits. The list exists to showcase marketers who break barriers within their organization and advance the profession.





**Executive  
speaking  
engagements and  
events**

# Implementing an **Executive Event Strategy**

## Conferences

Attend or speak at conferences: local, regional and national

## Guest Lectures

Become a guest speaker at a local high school, university or junior college

## Events

Chair, serve on committees and/or attend events, network. **BUT no empty** tables.

## Don't Make it a "One and Done"!

### before

- ✓ Post on social media and tag the organization – they will appreciate the added buzz!

### during

- ✓ Don't shy away from the "party pics"!
- ✓ Post during event
- ✓ Capture compelling images to use after the event

### after

- Post to...
- ✓ Congratulate
  - ✓ Compliment
  - ✓ Connect!

# Charitable Events



LITTLE ROCK  
soirée

Log in f @ X

SUBSCRIBE

NEWSLETTER

PARTIES + PRINT + FOOD + LIVING + CULTURE + FAMILIES + SPECIAL + SWLS + CONTACT



PARTY PICS —  
**Serving Up Solutions**

BY LITTLE ROCK SOIRÉE STAFF

— AUGUST 1, 2022

f X P @

LITTLE ROCK  
soirée

Log in f @ X SUB

PARTIES + PRINT + FOOD + LIVING + CULTURE + FAMILIES + SPECIAL + SWLS + CONTACT



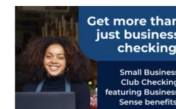
PARTY PICS —  
**Diamond Chef**

BY LITTLE ROCK SOIRÉE STAFF

— JUNE 1, 2017

f X P @

The Arkansas Hunger Relief Alliance and the Arkansas Legislative Hunger Caucus teamed up once again for this bipartisan event, its 15th annual and first in person since 2019. Chaired by Sharon and Carl Vogelpohl, the evening featured legislators donning their aprons to serve and wait on guests, and is designed to raise awareness of and help eliminate food insecurity in Arkansas.



More than 600 attended the event at UA-PTC Culinary Arts and Hospitality Management Institute where Chef Mary Beth Ringgold made history, becoming the first female chef to be named champion of Diamond Chef Arkansas. More than \$10,000 was raised overall for the event that will be used through the UA-PTC Foundation to support the students and



# Speaking at Rotary International to 40,000



**Local** opportunity that became a **national** one

# Broyles Award



# Known by **Company You Keep**





# **Interviews and Op-Eds**

# Fully leveraging media opportunities

- “Society” media- parties and fundraisers
  - Looooong lead-time on features
- Op-eds and commentaries
- Talk Radio, TV and Podcasts
- Hard news and statistics driven pieces
  - Research, Results, Relevance
- “Newsjacking”
  - Using current trends and stories to promote organization
  - Provide the local angle/expert
- Holidays and Observances
  - National Hunger Relief Day
  - Day of Giving



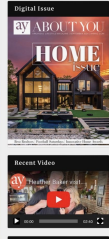
**Earned media placement from  
Arkansas Money and Politics**

# Get your **image** and **organization** out there



Ready to Play: Sharon Tallach Vogelpohl Brings Her A-Game

Posted by Katie Zakrowski | May 25, 2022 | Art & Entertainment | Share | 1 | 0 | 0 | 0 | 0 | 0



# Unique Angles: Balancing CMO and CEO duties

## How the Business-Minded Vogelphohls Are Raising Their Kids and Putting Family First

by Alexis Crowe on 6/1/2018 12:00am



Spending time working on their farm together is one of the things that Sharon Vogelphohl says makes their family unique.

---



**Social media  
content and  
engagement**

**Learn to  
love  
LinkedIn**



# **LinkedIn** is an executive's best friend

**curate**

**post**

**engage**

Have a great profile and picture. Be strategic. Position yourself as an industry thought leader by creating new content and sharing others' content. Images matter. Follow. Follow. Follow. Tag. Tag. Tag.

## Implementing a **thought leadership strategy**

### Get ahead of **trends**

Be first on trending topics in your industry, people should look to you for guidance.

“Be the expert or bring the expert”

### Be an **author**

Byline thought leadership articles and share with industry pubs, platforms – use as a blog for your organization

### Utilize **video**

Video is king- make sure you're leveraging video capabilities across channels - Instagram and Facebook too

Doesn't have to be professional to be powerful!

# Examples- recruiting new talent



Sharon Tallach Vogelwohl reposted this



Lannie Byrd (He/Him) • 1st

Chief Operating Officer @ mhp.si | Digital Transformation, Marketing...

**Book an appointment**

7mo • 🌐

We're excited to announce that MHP/Team SI is on the lookout for a talented account executive to join our team! As an account executive, you'll get the opportunity to work with some of the smartest people in the industry and have fun working with our amazing clients.

If you're interested in learning more about this opportunity, check out the job posting at <https://lnkd.in/gaKiUeFD>.

Don't hesitate to message us if you have any questions. We can't wait to hear from you!

**MHP/Team SI Family of Companies - Senior Account Executive**

[recruiting.paylocity.com](https://recruiting.paylocity.com)



Sharon Tallach Vogelwohl · You

CEO · Innovation, Intensity, Impact

3mo • 🌐



You never know where a coveted **MHP/Team SI** internship will take you... 30 years later... stv (formerly smt - MHP intern circa 1994-1995.. and YES I have shoes older than you)



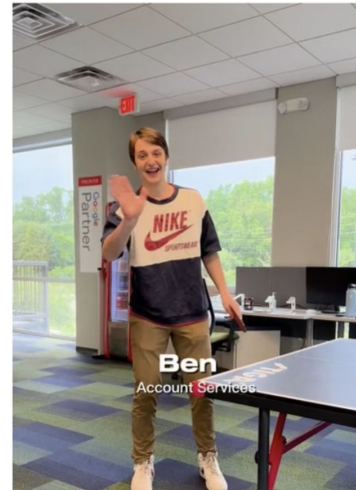
mhp.si

2,201 followers

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It's officially summer, which means the interns have arrived! ☀️  
Excited for a summer of bright ideas and collaboration!

[#internship](#) [#agencymarketing](#) [#interns](#)



# Offer testimonials for organizations you support




Thank you, MHP Team SI, for being a great Workplace Partner. Listen as Sharon Tallach-Vogelpohl, President/Principal, shares about her passion for organ and tissu...

Like Comment Share


2 · 60 views

It's a win-win!


# Engage with **clients** and other **stakeholders** on **social**


 **Sharon Tallach Vogelpohl** · You  
CEO · Innovation, Intensity, Impact  
6mo · 🌐

So proud of this work for our client, **Little Rock Convention and Visitors Bureau** and our crazy talented crew at **MHP/Team SI**! stv

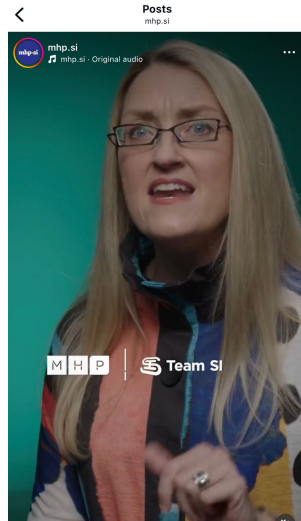
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2,201 followers  
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We are thrilled to share that our client **Little Rock Convention and Visitors Bureau**'s 'Experience Little Rock in Color' campaign was awarded with The Natural State Tourism Development ...see more





# Utilize short-form video to humanize the brand and show personality



**Google Premier Partner  
announcement**



# **Awards and recognition**

# Awards and recognition

You can't win if you don't enter!

Promote on:

Personal Social Media

Organizational Social Media

"Movers and Shakers"

Hometown Media

Blogs



# Other National awards

**These nationally known non-profit awards can boost your profile**

The Association of Fundraising Professionals, The Center for Nonprofit Management, Nonprofit Pro, Leadership in Action, Independent Sector and the Center for Nonprofit Excellence all have awards aimed at highlighting top leaders in the nonprofit sector.

**These awards are fantastic for specifically elevating your profile within the nonprofit world. Remember, promote these wins.**



# PRSA Prism awards



# 2017 Power of the Purse Woman in Business

## 2017 POWER OF THE PURSE WOMAN IN BUSINESS: SHARON TALLACH VOGELPOHL



Posted on July 6, 2017  
Last updated on December 20, 2021

Categorized as [Uncategorized](#)



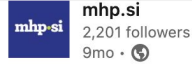
Share via:



Meet the 2017 Woman of the Year in Business, Sharon Tallach Vogelphohl, President of Mangan Holcomb Partners.

Launching her agency career as an intern at Mangan Holcomb Partners in 1994. Sharon

# Award recognition on social



Thank you [Arkansas Business Publishing Group](#) for recognizing our President and CEO, [Sharon Tallach Vogelpohl](#) among the "Arkansas 250". Her leadership, vision, and dedication continue to propel us to new heights. Congratulations, Sharon! 🎉  
[#Arkansas250](#) [#LeadershipExcellence](#) [#CelebratingSuccess](#)  
<https://lnkd.in/dX62Rau5>





# **Final Takeaway**

## Where are your opportunities?

- ✓ Personal Brand
- ✓ Internal Visibility
- ✓ Community Involvement
- ✓ Executive Speaking Engagements/Events
- ✓ Media/Interviews/Op-Eds
- ✓ Social Media/Content/Engagement
- ✓ Awards/Recognitions



**It's not about YOU – It's about your  
organization's SUCCESS!**

**develop a plan**

**be purposeful**

**be persistent**



**Questions?**

RESULTS • STRATEGY • PERFORMANCE

**mhp**•si

LITTLE ROCK • BENTONVILLE