



international executives association

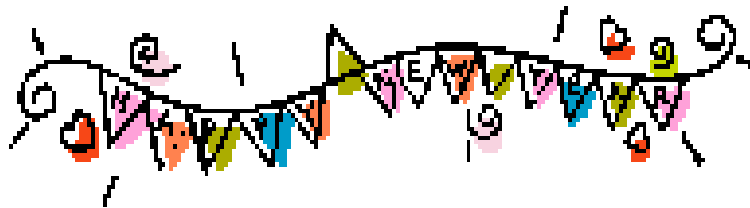
January 2006

A publication of the IEA

Happy New Year!!!

**INTERNATIONAL EXECUTIVES
ASSOCIATION**

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Wishing you a Successful 2006!!

***We don't have to be in
the same room to be
on the same page!!***



2006 IEA Conference:

Get Wired in Seattle

**October 4-7, 2006 Crowne Plaza
Hotel, Seattle Washington**

Focus:

Chiropractic Members

New EEA member Dr. Wendy Coburn was asked about her experience so far and why she thinks so many local Associations have Chiropractic members:

"Chiropractors as EA members – the quality of a patient from an EA organization is excellent due to motivation of its members, empowerment, stress yes can be a part of it, influence is another. Every member is excited to be there and be a part of it. It creates passion, just as a chiropractor I am passionate about what I do, we thrive off of positive energy."

Chiropractic Questions:

Members in the News!

The following members of EA's have been recognized lately - congratulations to all!

1. How long a Member ?
2. Clinic Name & Member's name/title, contact info, Staff numbers
3. Where did you take your Training? When? (optional)
4. Areas of specialty & interesting side specialties (Sports, Back,

Last month it was a Grammy nomination, this month there are two EA members heading for the Olympics!

Edmonton

Associate member for EBA
Engineering (geotechnical engineers),
Daryl Nixon was the Coach of the Ladies Curling team who won the right to represent Canada in Ticino, Italy during the 2006 Olympics. Daryl's daughter, Amy, is the Third for the Shannon Kleibrink team based in Calgary, Alberta.

All of EEA wish him luck in Italy and believe this is one of the best reasons ever to be excused from the weekly Friday meetings!

Miami

As you will see in the Focus on Chiropractors, EAGM member **Dr. Jeff Solomon** writes: My practice is mobile...I also specialize in sports injuries & I was selected to be the Chiropractor to serve the USA Team at the 2006 Winter Olympics this February in Torino, Italy. I am also the President of both the Florida Chiropractic Association and the American Chiropractic Association Council on Sports Injuries and Physical Fitness.

(Maybe Jeff & Daryl will meet in Italy!)

Vancouver

Vanex Member Cathy Osborne has published an audio book. Elsewhere in this month's newsletter is an expanded article about this.

Welcome to the IEA Family:

**Maui Executives Association
(Maui, Hawaii, USA)**

The Home page of their website
<http://www.meamaui.com/>:

babies, pets, Training, massage, naturopath,....)

5. How did you hear about (& join) the Executives Association & What is the #1 Benefit (other than gaining additional patients)
6. What percentage of other EA members, & their families or staff members do you think you treat? Have you ever treated EA members from outside your local Association?

Syracuse

From Sportelli Chiropractic Health Center..

1. Member since 1984
2. Dr. Vincent V. Sportelli DC.,,doctor-director.
3. Graduated National College of Chiropractic.Chicago ,IL..1981
4. Office # 315 422-4712 ,Syracuse, N.Y. , 4 chiropractic assistants, Contact Dr. Sportelli or Patti Giblin CA.,interests include general wellness practice, spinal health care, geriatric care, sports injuries, clinical applied nutrition,
5. introduced to SEA by a patient, thean was asked to join.
6. Networking and meeting new (success driven) friends are important factors enjoyed in membership. I treat or have treated approx. 25% of membership.

Edmonton

- 1) I have been a member of EEA since the end of August this year.
- 2) West Edmonton Family Chiropractic Centre. Dr. Wendy Coburn. President. #203, 9670-142 St Edmonton Ab T5N 4B2 (780) 484-2272 fax (780) 454-0095, email: drcoburn@chiropracticbalance.com, web: <http://www.chiropracticbalance.com/>
- 3) I took my schooling in Toronto at the Canadian Memorial Chiropractic College.
- 4) I am a subluxation based family wellness practitioner. I am working on my ICPA certification year 2. We are involved with sports in our community, host run clubs, sponsor races and triathlons, adjust animals (including horses), we have three massage therapists within the practice. There are 2 chiropractors in the practice.
- 5) I joined EEA through conversations with patients that are members. My number one benefit is the excitement individuals have for their career and life that exudes from fellow members. I have also learned a lot more about running a business effectively.
- 6) Percentage of EEA members I see (as a new member) under 1%. I have not treated any EA members thus far outside of our membership that I am aware of.

San Francisco

1. Member for 1 1/2 years
2. Bay Area Chiropractic, Dr. Brian D. Pensack Ph: 415 989-4841
3. Life chiropractic college West, graduated Magna cum laude 1993.
4. Interested in helping all types of people, spinal and extremity adjusting, specific Gonstead technique, earned diplomate status in Gonstead 2004.
5. Networking friend introduced me the Executives. The comraderie and ability to use and refer to all the different professions is invaluable.
6. I see about 20-25% of my association members as well as members of their respective families. I have not yet worked w/exec's not in my local association.

Contra Costa

1. My name is Kevin Michael Wong, D.C. and I am the Chiropractor representing the Executives Association of Contra Costa County. I have been a member of EA for 8 years now.
2. The name of my clinic is "Orinda Chiropractic Center" and it is located at 89 Moraga Way, Suite A in Orinda, CA. My telephone number is 925-254-4040 and my fax number is 925-254-4047. I also have a website that talks a bit about my practice and it is "orindachiropractic.com".
3. I received my training from Palmer College of Chiropractic West in San Jose where I graduated Summa Cum Laude in 1996. In Chiropractic, there are some specialites, but in my practice I treat everything from sports injuries to work injuries and children to the elderly. It spans the gamut.



A Maui professional association

dedicated to helping your Maui business grow!

What is the MEA?

The Maui Executives Association is a professional association designed to generate Maui business leads. Through quality Maui business networking, the MEA offers Maui businesses effective business referrals in the Maui small business community.

MEA has 32 company members, 2 Associates & 1 Honoray member.

Executive Director Debra Hoffman
success@meamaui.com
PH:8008-276-3182

Updated Association Contacts

New Jersey

Interim Executive Director Rene Conlon
email:contact11@mindspring.com

San Diego

SDEA have decided not to renew their IEA membership in 2006.

2006 IEA Board of Directors

Northwest Region:
Mbr: George Vestal, Seattle
george@mcdonaldemployment.com
Dir: Glenna Thomas, Seattle
glenna@seattleexecs.org

Southwest Region:
Mbr: Jack Schneider, Honolulu
jschn@lava.net
Mbr: Christine Cromwell, Sonoma Cty
queenc@sonic.net
Dir: Marguerite Widener, Las Vegas
infor@lvea.com
Dir: Tiffany Mock-Goemann, San Francisco
tiffany@freshalliance.com

North Central Region:

Aside from practicing, I work for a company called "Foot Levelers International" that makes custom molded orthotics for patients. I am a lecturer and teach continuing education seminars to other Chiropractors around the country 8 times per year.

4. I heard about the Execs from a former employer who vacated the spot in Contra Costa.
5. My number one benefit from the Execs is that since I have been in it for so long now, those members are like my second family. Since being in the Execs, I have gotten married and had two children. Many of these people have seen me grow and mature over the past 8 years.
6. I have had to pleasure of treating many of the members of my EA group, probably 50%+ along with their families and referrals. I also use alot of their services as well. I have not received any referrals from other EA groups, but I hope that will change.

London

1. Since 1998
2. Adelaide Family Chiropractic Dr. Rod Overton 1061 Adelaide Street North, London, Ontario, Canada N5Y 5A2 (519) 858-9000
drrod@on.aibn.com
- 2 Chiropractors, 2 massage Therapists, 2 Chiropractic Assistants
3. Doctor of Chiropractic from Canadian Memorial Chiropractic College in Toronto, Ontario, Canada Graduated 1992 B.Sc. From The University of Western Ontario, London, Ontario 1988
4. Focus on family wellness care with patients of all ages from newborn to 98 years old.
5. A distant cousin of mine runs the restaurant where we meet (the Grosvenor Club). He invited me to join when the last Chiropractor left. I think the number 1 benefit is the privilege of dealing with and associating with people of very high integrity. The longer I am a member, the greater respect I have for the wonderful people in our association. They are also a pleasure to do business with.
6. I have treated at least half of our members (or their families, friends or staff). They make up approximately 5% of our business. I have never treated any members from outside our local association.

St Thomas

1. Since 1999
2. Vanessa Holmes, Administrator **Family Health Options** 133 Curtis Street St Thomas, ON N5P 1J4 519-637-7778
vholmes@familyhealthoptions.com
3. CMCC Toronto
4. The Clinic includes 20 practitioners specializing in chiropractic, massage, nutrition, acupuncture, Personal Training, Kineiseilogy, Reiki, Yoga, T'ai Chi, Pilates, Ergonomics Consulting, Mid Wifery, Psychology
5. I was referred to STEA by Rod Overton, London Chiropractor – member of London Executive Association
6. 75% and not sure about outside local Association.

Seattle

1. Myself since 2001 but the clinic have been a member for a long time.
2. Wellness Centers member of the Wellness One Alliance. Dr. Melinda Maxwell 206-329-2100,425-641-7470 Staff numbers: 2 locations with chiropractors, massage therapists, rehab specialists and support staff. Total numbers do vary; average number at each location is 5.
3. Palmer University West, graduated in 1985.
- 4.Speciality in Spinal Trauma and a diplomate in Whiplash Injuries from the SDIRI (Spinal Research Institute in San Diego), Rehab speciality, Neurology and Pediatrics.
5. Several of my friends belonged to the group. I heard about it in 1996 and finally joined in 2001. There are many benefits to the EXECS as far as business goes. Introductions to larger companies or companies that have Wellness and Safety Fairs, speaking engagements, and accessing local knowlegde are some of the benenfits. We also have a business advisory group that I have participated in and found very helpful. I have been able to grow as a person and as a business because of the EXECS.
6. It does vary maybe 15-20%. Have not treated anyone from another EA but I

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Dir: June Cox, Detroit,
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South Central Region:
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Dir: Marcia Perlitz, Dallas
dalexec@dallasexecutives.com

Northeast Region:
Mbr & IEA President:
Greg Porcaro, Rhode Island
gporcaro@oppgcpa.com
Dir: Jack Flynn, Worcester
jackcflynnwea@aol.com

Southeast Region:
Mbr: Phil Everingham
pbemsdd@hotmail.com
Dir: Sandi Greene, Charlotte
mailto:thefretzs@aol.com

Members-At-Large:
Lee Jones, San Francisco
lee2566@pacbell.net
Jerry Leippy, Akron
jleippy@att.net

Missing in Action:

Recent mailings & faxes were returned. Does anyone have a Contact or updated information for these local associations?

An email address would especially be appreciated. Yuma, Fredericton, Saint John, NB, Little Rock, Chicago, Philadelphia, Greenville, Austin, Ogden, Salt Lake City, Buffalo, Western Branch, Midlands, Solent, Bulawayo, South Africa, Lausanne, North Fraser, Toronto, Des Moines

If you are traveling to these areas, please take a minute to look for the Executive Association and forward any info to the IEA office.

would be interested in knowing what other chiropractors in the larger group have experienced with their associations.

Greater Miami

1. I have been a member for sixteen years.
2. My practice is called Mobile Chiropractic. I am the president - Dr. Jeff Solomon. Reach me at 786-412-8555 or gypsydoc@bellsouth.net
I employ 3 staff members and also have two franchise practices in Ft. Lauderdale and Palm Beach
3. I graduated from Life Chiropractic College in 1982 and earned my diplomate as a sports physician in 1995 from New York Chiropractic College
4. My practice is mobile where I work out of a completely equipped 30 foot R.V. treating patients at corporate and industrial sites in Miami-Dade County, Florida. ***I also specialize in sports injuries where I was selected to be the chiropractor to serve the USA Team at the 2006 Winter Olympics this February in Torino, Italy.*** I am also the President of both the Florida Chiropractic Association and the American Chiropractic Association Council on Sports Injuries and Physical Fitness
5. I learned about Execs through a couple of successful businessmen freinds and was finally accepted for membership on my third attempt over about five years. The organization has expanded my networking capacity helping me grow my business many fold
6. I have had the opportunity to serve at least one person and more often many including family of well over half of the EA member companies over the years.

(Editor's note: I remember very well that the Mobile Doc came to the Fort Lauderdale hotel during the recent IEA conference to treat one of the Edmonton members (Horseback rider Vic N) who wouldn't have survived the week without his services. Perhaps he can treat another Edmonton member in Torino...I know those long flights can play havoc with a middle aged back!)

Worcester

1. I have been a member of the Worcester Executives Association for 16 years.
2. Clinic name: **Debs Chiropractic Physicians**. Member name/title: Dr. George Debs, Owner/President. Contact info: phone: 508-755-2125 email: georgedebs@charter.net. Staff numbers: 2 doctors (including myself) and 5 support staff.
3. Training: Rutgers University BA 1981, The National College of Chiropractic--Dr. of Chiropractic 1984.
4. Areas of Specialty: Certified in Applied Kinesiology Technique, a specialty within the chiropractic profession that emphasizes the holistic side ie: nutrition, diet, exercise, etc. We treat a diverse number of conditions, including a good amount of sports injuries.
5. One of my patients was a member of WEA, so I questioned him about the benefits of the organization. He invited me to a meeting, and I knew immediately that membership would lead to some great networking. The #1 benefit is the fact that I have access to large number of businesses that offer services for both my personal and professional life. A rapport is built by attending weekly meetings, so I can confidently recommend these businesses to others outside the group, as well.
6. I treat approximately 33 percent of other WEA members and their families/staff. I have not treated EA members from outside my local association.



Work-Retire-Die Lifestyle

A new societal trend is emerging away from the work-retire-die lifestyle — so often considered the norm in North America. Putting family and personal growth ahead of company loyalty is on the increase. So says IEA member and author, Cathy Osborne in her new audio book, *Get a Life!: The Essential Guide to Taking Time Off to Fulfill Your Dreams*.

A quick trip to the local newsstand or bookstore reveals numerous articles and books advocating: slowing down, living more simply and taking stock of your life, says Osborne. “But what if you don’t want to slow down? What if you just want something different? Not a different job or company, but instead a real break or pause from your everyday life—a sabbatical,” says author Cathy Osborne. In her new audio book, *Get a Life!: The Essential Guide to Taking Time Off to Fulfill Your Dreams*, Osborne considers the benefits of taking sabbaticals rather than vacations.

Stop Taking Vacations – Start Taking Sabbaticals

Osborne defines a sabbatical as a block of time off lasting more than four weeks. “Most people love the idea of taking time off, but don’t know how to find the money, get the ‘Boss’ to say yes, or even believe it’s possible,” says Osborne.

According to Osborne, the most frequent reason people say they can’t take time off, is money. “They believe they don’t have enough money, but in most cases they do. They just choose to spend their money on other things because they don’t realize how easy it can be to make their dream come true. People can start making changes immediately to support their desire to get a life,” says Osborne. “They just need to ignore the advertising frenzy, decide what they really want for themselves and their family, and then take steps to make it happen.”

About Cathy Osborne

Cathy Osborne is living her dream life as a world traveler, avid sailor, and professional speaker. She knows first hand what it takes to stop wishing and start doing! She has taken three career breaks, including two around the world trips, traveled to twenty-eight countries on five continents, and is planning her biggest break yet—two years to sail the Caribbean.

*To order or to get a life, please contact Vancouver Executives Member Cathy Osborne, Business By Design Solutions (604) 469-4040
www.cathyosborne.com*

Director's Question of the Month

During our annual conference, the Executive Directors requested a 'Question of the Month' Column be added to the Newsletter. One would ask a questions & the rest of the ED's were to send their comments & answers to the IEA Director to publish in the next month's newsletter

This month's Question was:

From Syracuse...

Leads Promotions Ideas:

Linda Bennett, Executive Director wrote: “SXA is forming its new committees for the upcoming year, and my Leads Committee is looking for some "new ideas" for leads generation. I'm wondering if any of the other Directors have anything that may have been utilized at their Association to assist Generating Leads, i.e., some neat contest ideas, programs, or whatever added some "jazz" ! SXA suffers from a shortage of **general leads** (which members have conflicting ideas on -- some really appreciate them, and some find little value in "general" lead information).

Again - no answers were received.

During the recent Board meetings in Shreveport, NE Member Rep Jerry Leipply

reported back following a visit to the Pittsburg Execs. The format of their meetings is different from the norm, as is the way they get their weekly leads. This sounds more like Direct Leads but I thought some of you might find it interesting - I did.

Excerpted from Jerry's report: "Instead of the member introducing his or her guest, the guests were asked to stand, introduce themselves, and tell the group a little about their business.

After the guests spoke, six members took the microphone and gave what we would call a Classification Talk. The classification talk differed from the way we in Akron do it, in that everyone was expected to know the other businesses; and in a group only 33 strong, that could be expected. The emphasis on the classification talk, however was "*I need a contact at the XYZ Company, if any of you know somewhere there that can get me in the door, it would be appreciated*" or "*What I have to offer can be afforded by these kinds of companies. I can be very competitive in supplying this, my product, to these kinds of companies, so if any of you know any companies that fit this category of business, please give me their names so that I can make calls to them.*"

While each speaker was speaking, the other members were filling out lead sheets. A designated person collected these sheets from the tables during the meeting. The sheets were 3-ply. He gave the original to the Executive Director who kept track of the leads. Periodically during the meeting the President would call for the leads count; and the ED would announce it. The leads generated that day related just to those six people who were speaking. It started in the 20's, and by the end of the meeting 93 leads had been turned in, of which 87 were confirmed (meaning those 87 were not duplicates). That was quite an impressive show for the guests.

The last thing the President did was say "There is a guest here from ABC Florist company. How many think they can supply her with leads and business referrals? Everyone who could, raised their hands. He went through each guest in attendance asking for a show of hands on who thought they could supply them leads. That had to be very impressive for the guests." *Jerry notes the guest florists in attendance this day didn't wait for other florists to be invited and asked for an application after the meeting.*"



February: The Focus will be on the Classification of Accountants...In honor of our new IEA President and the upcoming Tax Season....(yikes!)

IEA Managing Director (& Editor)

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