



international executives association

March 2006

A publication of the IEA

Happy St Patrick's Day!

**INTERNATIONAL EXECUTIVES
ASSOCIATION**

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2006 IEA Conference:

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



IEA Conference 2006

October 4, 5, 6, 7, 2006

Crowne Plaza Hotel
Seattle, Washington

Members in the News!

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

Olympic Medals!

A Gold & a Bronze medal were won by the
neice & daughter of two Edmonton Execs
members.

Jennifer Heil won the gold medal in
Freestyle Moguls (skiing). She is the neice
of a long time associate of EEA, **Jamie
McSporran**, Creative Door Services.

Amy Nixon played Third on the Bronze
medal Canadian Ladies Team which was
coached by her Dad, EBA Engineering
Associate member **Daryl Nixon**.

Fabulous Results by all!!

Miami

Notes from Dr Jeff Solomon, Miami
Execs Chiropractic member & US

Get Wired in Seattle

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

Websites to check out:

Seattle Visitors & Convention Bureau <http://www.seeseattle.com/>

Seattle Executives Association <http://www.seattleexecs.org/>

You are invited to Get Wired in Seattle

Olympic Team Chiropractor

I am based in an Alpine town almost 2 hours outside of Torino named Sestriere.

I have taken care of many athletes from various skiing and sledding sports primarily. They are all very nice and appreciative people. I have spent the majority of my time in the clinic, had a couple of workouts in the village gym for athletes and staff, and yesterday I had a chance to watch the Single Men's Luge Team practice. It was very cool to see live as opposed to TV. It is the fastest sport on ice.

The cafeteria is open 24 hours a day, but the food is nothing special; certainly not what I expected. What is nice is being with all of the athletes from the many participating countries. I will probably go into the town and try a couple of real Italian restaurants. Tonight is the opening ceremony and unfortunately I will not be in them. I am expecting to walk in the closing ceremony which everyone says is actually more fun. Either way I am living a dream and as the slogan for the Olympics say Enjoying the Passion.

Seattle

Dave Stockert, Director of Agency Sales, Holland America Line received the Mort Kauffman Award as Educator of the Year at the Travel Trade 22nd Annual Leisure Travel/Home Based/Winter Cruise-a-thon in Fort Lauderdale.

Edmonton

Corporate Express Alberta recently won three awards including Division of the Year, among the 33 Divisions in North America. **Corporate Express Alberta President Lorne Wight** is a member of EEA.

And...EEA member **Dale Cripps of Pumps & Pressure** was happy to announce they have been named one of the 50 Best Managed Companies in Canada.

Rhode Island

Condolences to Executive Director **Alice Stanelun** whose husband passed away in early March.

Fort Worth

IEA condolences go to CEA on the loss a member last month - **Joe Hicks, Hicks Electric**.

Network Globally with IEA

Last month, CEA members were treated to success stories from the International Executives Association by Marion Marks, Shreveport Execs and Dominic Rizzo, Akron Execs. Both men try to visit executives associations whenever they travel and both have come away with business

Dear Friend of IEA,

On behalf of the Seattle Executives Association, we'd like to invite you to visit Seattle in October of 2006. It's an honor to host the IEA Annual Conference in the Pacific Northwest. The entire membership in Seattle is looking forward to meeting you.

The committee is putting together a program that is going to showcase some of the most important business leaders in our community. Since we are home to Microsoft, Starbucks and Amazon.com, plus so many more innovative individuals and pioneering companies, your visit to Seattle will present you with countless choices of marvelous things to see and do.

Yours Truly,
2006 IEA Conference Committee
Proud Hosts of IEA

Conference registration

Registration fees will include access to all conference activities as outlined in the program.

Non-IEA members are welcome to attend the full conference or select specific activities as they choose.

Any Association that has not paid their annual dues by August 1 of each year is considered to be a non-member.

"At the Door" registration will be very limited.

You will receive complete registration information with all fee structures as the final details for the conference are confirmed.

Host Hotel

The Crowne Plaza
1113 6th Avenue in Downtown Seattle.
Easily located at the corner of 6th Avenue and Seneca.
The special IEA conference rate for attendees is \$139 US.
Telephone 206-464-1980
Toll Free: 800-521-2762
Reservations will be taken in March 2006
Website: www.crowneplazaseattle.com

Preliminary Agenda

Wednesday, October 4

4:00 PM to 7:00 PM

Welcome Registration @ Washington Athletic Club

Hors d'oeuvres / Cocktails

7:00PM to 9:00 PM

Late Registration Hospitality Room @ Crowne Plaza Hotel

After Hours:

Choice A. Rest and relax for a busy day tomorrow

Choice B. Go Get Wired... as you explore Seattle

Thursday, October 5

Continental Breakfast

Welcome/ Meet the Associations

Keynote speaker

Weekly Seattle Executives Association Luncheon

Workshops

Dinner

Friday, October 6

Continental Breakfast

2007 Conference Announcement

Outstanding Speaker and Trainer

Working Luncheon

Improving your Association

Cat Nap

Dinner Gala and Auction

Washington Mutual Bank's Cederbrook Center

opportunities that they wouldn't have come into contact with.

Don't get stuck in a rut!

Work outside your comfort zone and network among other executives associations! Thanks to Marion & Dominic from members of the Dallas, Parker County & Cowtown (Fort Worth) Executives Associations.

IEA Success Story

Dominic Rizzo, Akron Execs, offered to introduce proposed new member Cythia Gans, Biz Radio, at the Dallas Radio Convention this weekend. Matt Tibbits, DigitalMeans, is contacting Marion Marks, Shreveport Execs, regarding a business opportunity with a client of his.

Leads

(stolen from the LVEA Communique)

The time has come, some members say,
To analyze a LEAD.

Are there some facts that we should learn
To help a LEAD succeed?

The answer is "Of course there are,"
And these we'll now proclaim.

To start things off - let's be exact
About third party's NAME

Then follow this with utmost care,
And give the right ADDRESS,
Cause if our Prospect can't be found,
How can there be success?

What number, too, would someone call
To reach him on the PHONE?

If you don't know, then look it up;
Don't let it go - "unknown".

Then name what PRODUCT the Prospect
seeks;

What SERVICE he may buy.

Now - stay alert when you converse,
And give these truths a try.

There's no 'mystique' in finding LEADS,
And sources are immense,

If you'll just learn what others sell;
Then use some common sense

Need help with Leads?

Please call...

...your Leads Chair;

...anyone on your local Board,
your sponsor
or your local LVEA office

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

2007 Host presentation

Saturday, October 7

Continental Breakfast

Nationally Known Business Consultant

Workshops—2 sessions

A. Business Owners

B. Association Management

Summing it all up!!

Saturday Afternoon & Sunday October 8

Play days. Enjoy yourself!

What to bring? The Weather???

Seattle usually experiences beautiful fall weather into mid-October. The days are bright and sunny with temperatures in the 60's. The leaves may still be on the trees and bright with color. At nightfall, the temps dip into the 40's.

But, it is Seattle...

So, if you worry about a little rain, bring an umbrella and be sure to have a warm, cozy jacket, maybe with a hood. Those of you traveling from the south, you will find it chilly at night if you don't have a coat.

This is a great city for exploring: Walk down to Pike Place Market to see the famous fish market, explore the city, which will afford you beautiful water and mountain views, or hop on a ferry to discover the nearby islands.

Conference Goals:

Focus on your Association - Association Development

Each workshop will provide you with the opportunity to learn and grow while sharing new and innovative ideas.

Are Executive Associations providing the "right ingredients" for business owners today? While the concept began in 1916, and has been a powerful tool for many decades, what's working today?

More importantly, what's not working? If there are insights to the future of Executives Associations, let's discover them today. Let's compare numbers and trends?

How do associations' manage "classifications" in this ever changing world of business? When are they too narrow or too broad?

Come learn from other Members - Business Development

Each Speaker will provide you with insights and knowledge unique to our changing business climate.

Each workshop will place you beside other Business Owners who share your concerns and desire for success; to solve problems, project and manage growth, and make intelligent decisions for your own successful business future.

International Executives Association - Vision:

Connecting business professionals around the globe.

Mission: Create quality referrals and an exchange of business among member firms internationally while providing a basis for the growth and development of the member Executive Associations and their Executive Directors.

Important: Sponsorships are available to all IEA member companies.

If your Company is interested in sponsoring any of the 2006 conference activities, please contact SEA offices at 206-352-3955 or email

glenna@seattleexecs.org

Sponsorships range from \$500 to \$2500 and include promotional opportunities

at breakfasts, luncheons, workshops and included with registration materials.

Dear IEA Associate,

As immediate Past President of IEA, I am thrilled to have you attend a conference in my city. No trip to Seattle is complete without enjoying our fabulous natural wonders.

Please take a few extra days to visit the Pacific Northwest.

jschn@lava.net

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Dir: Tiffany Mock-Goemann, San Francisco

tiffany@freshalliance.com

North Central Region:

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Dir: June Cox, Detroit,

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South Central Region:

Mbr: Marion Marks, Shreveport

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Dir: Marcia Perlitz, Dallas

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Northeast Region:

Mbr & IEA President:

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Southeast Region:

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Dir: Sandi Greene, Charlotte

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Members-At-Large:

Lee Jones, San Francisco

lee2566@pacbell.net

Jerry Leipply, Akron

jleipply@att.net

Sincerely, George Vestal, IEA Past President

Conference Travel

Carlson Wagonlit 425-775-1595

Contact Carlson Wagonlit for your travel arrangements to Seattle. Ask for Robert Tiegs, our Seattle Execs travel expert.

From the Airport:

Gray Line of Seattle hotel airport shuttles are the most convenient way to travel to and from the airport.

Travel to and from Victoria, BC by The Victoria Clipper:

The Clipper delivers you right to the foot of Seattle on the waterfront, a short taxi from the Crowne Plaza Hotel.

Travel from Seattle to the San Juan islands or Victoria via Kenmore Air from Lake Union.

Travel by Rail: Amtrak Station is located immediately south of downtown Seattle and an easy walk or taxi to the Crowne Plaza Hotel.

Seattle Tacoma International Airport is served by most carriers.

Remember to use your frequent flyer miles and receive nearly free travel to the Pacific Northwest. Our travel experts can assist with your planning whether just to Seattle or throughout the West.

Seattle is located in the northwest corner of the US. It makes an excellent jumping off point for travel around the Northwest, Alaska and British Columbia. While each year is different, you could expect to enjoy beautifully sunny days and spectacular views of Mount Rainier, the Olympic and Cascades Mountains. Trips to the San Juan Islands will afford you pleasant scenic trips across Puget Sound.

Experience the Pacific Northwest Sampler Cruise on the Celebrity "Mercury"

Cruise Round trip from Seattle *only*.. \$365

This Includes Port Charges!

October 9, 2006 4 nights / 5 days

Seattle-Campbell River, BC-Prince Rupert, BC

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Texas Tour Notes

January 30-February 2, 2006

IEA Past President Dominic Rizzo, Akron and current IEA Board member, Marion Marks, Shreveport recently went on a tour of three Texas Executives Associations. Marion submitted this report....

Dallas Executives [meeting: Tuesday 7:00- 8:30]– What a professional group who are led by a wonderful director (Marcia!) and enlightened president (Dennis Deutsch – Bock Jewelry). I was able to spend about 90 minutes with Dennis after the meeting and again on Thursday

discussing the need to send rising officers to IEA before they become president. I think this should be part of a program we endorse to provide leadership programs to rising officers – it will give extra value to member associations and perhaps we should have specific sessions for them! Dennis truly understands and sees potential in networking between associations – we discussed a program that may be beneficial for jewelers that will offer specific value to larger clients and service and value connections between association jewelers...

I met a member whose parents I know in Shreveport – and with whom I have a very good relationship – a truly small world. The meeting and gathering officially starts at 7:00 AM – but I was told they start arriving at 6:00 AM. I showed up at 6:15 and five members were already in business mode. By 7:00 AM there were more than 25, and the meeting started with gusto. I was asked to speak for 5 minutes to the table at which I was seated, then I made a 5 minute presentation to the whole association on IEA's position on inter-association networking and some statistics I had found on Shreveport family connections in the Dallas market. We determined there were 17 SMU students with SBEA connections of some sort who were potential customers. Also, we found at least 100 family members and a new restaurant member for DEA *through Shreveport connections. I believe the net result was positive, and the DEA had much to teach SBEA about networking. May 18 is SBEA Golf Day – we invited DEA members to come to Shreveport for the day and network – fees TBA.*

Parker County Executives [meeting: Wednesday 7:00-8:30]– I arrived at 4:00 on Wednesday to meet with the board and a few members they chose. We met at La Quinta, drank coffee, and discussed issues that had confronted PCEA with particular attention to problem issues. There have been several problem issues, but they believe these will not be repeated. They have a good base of board members who are solid businesspeople and a core of 42 members. We met until 5:30 then went to a Chamber of Commerce reception, where I was introduced to several other association members who have leadership positions in the chamber. We visited until late evening with several members.

The breakfast meeting on Wednesday starts at 7:00, but I arrived at 6:15 to assist and visit during set up. About 20 members were at the restaurant by 6:45 and we visited until the 7:00 opening. Excellent attendance – 44 at the meeting, including seven visitors. They are casting a wide net to bring in members. They asked that I allow 30 minutes to give a “brief” presentation and follow with Q & A. I spoke for about 10 minutes, followed by Q&A for about 25 more. At the conclusion of the meeting I stayed for the brief board meeting and until after 10:30 met with several who just wanted to stay and visit. The Weatherford area is vibrant and so much money is being spent that I believe they could become a power center for the region. The bank, attorney, real estate, restaurant, hotel, architect are all central members to the business community. They have great sources for leads.

Cowtown Executives [meeting: Thursday 7:00-8:30] – Although only a 10-year-old association, this group has roots in the Dallas association, which, along with an excellent ED, gives them a strong foundation for growth. The week I attended was a bit sombre due to the recent death of a prominent member. I was able to spend two hours on Tuesday with the past president, and we discussed the traditional struggle the board has with members who fail to look at business outside their immediate circle. We discussed some of the IEA goals of assisting the networking effort outside the area and how to share leads with other associations. My discussions of student and family business shared through other associations could be a starting point for IEA to spend time and energy expanding.

I met Dominic Rizzo, our illustrious past president of IEA at DFW, as

he was attending a meeting there. We discussed some networking in the radio realm with some of the attendees of the RAB conference before leaving to meet John Perlitz, & Debbie and Brad Smith for dinner. We missed Marcie who was under the weather, but the rest of us had a pleasant evening discussing the past conference and how to assist non members like PCEA become a part of IEA.

Dominic and I arrived at about 6:30, and did the 'meet and greet' before the meeting at the glamorous Fort Worth Club in the vibrant downtown district. CEA had an excellent turnout with several visitors for the meeting. The format is rather traditional with short and long programs, leads and "thank you" segments. Dominic and I did the short pitch for why IEA and several success stories. One of the members who attended the Conference chimed in an "AMEN" and we were off and running! After the meeting we stayed for about 30 minutes and shared more with those who stayed. May 18 is SBEA Golf Day – we also invited CEA members to come to Shreveport for the day and network – fees TBA.

After dropping Dominic off at DFW, I went to the business of a DEA member and visited for several hours before returning to Shreveport. Four days on the road and some great experiences for and about IEA networking. More details available upon request – feel free to contact Marion K. Marks [MKMarks@mmcc.com].