



**international executives association**

**May 2007**

*A publication of the IEA*



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**INTERNATIONAL EXECUTIVES ASSOCIATION**

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*Managing Director Betty Adams*

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

***Executive Director's Sharing***

In April the topics reviewed were:  
**Code of Ethics** - Kona, **Membership Drives** - Nanaimo; **Membership Drives & Classification Infringements** - San Fernando Valley; **Trade Shows** - Edmonton

*If you wish to review the compiled answers (and you are an IEA member) just ask [director@ieaweb.com](mailto:director@ieaweb.com) for a copy.*

*Hosted by Calgary Executives Association*

**HYATT REGENCY CALGARY  
SEPTEMBER 26-29, 2007**

***The Conference Agenda & Registration are being finalized and should be up on the website shortly. [www.calgaryexecutives.ca](http://www.calgaryexecutives.ca)***

**IMPORTANT TRAVEL NOTICE**

Beginning January 23, 2007, ALL persons, including U.S. citizens, traveling by air between the United States and Canada, Mexico, Central and South America, the Caribbean, and Bermuda will be required to present a **VALID PASSPORT**. PLEASE ensure you have the proper documentation in advance of your travels to Canada. For more information, visit the US Department of State's website at [http://travel.state.gov/travel/cbpmc/cbpmc\\_2223.html](http://travel.state.gov/travel/cbpmc/cbpmc_2223.html).

**Host Hotel**

The Hyatt Regency Calgary - Rates is **\$185.00** per night for single/double occupancy.

The rate is in Canadian Funds and exclusive of applicable federal, provincial, local taxes and fees (which are currently 11.10%). Conference Rates available between Sept 23 - Oct 2, 2007, subject to availability. Please make your reservation no later than Friday, August 24, 2007 to guarantee conference rates.

Hyatt Regency Calgary  
Reservations Tel: (800) 233-1234  
[www.hyattregencycalgary.com](http://www.hyattregencycalgary.com)

***Northeast/North Central Regional Conference***  
Buffalo, New York May 10-12, 2007.

## Welcome New Members!

Welcoming new company members to the IEA chapters. (For inclusion, send info to the IEA Director.)

### Syracuse:

#### Classic Kitchens & Homes

**Morgan Michaels**, Owner  
Kitchen Cabinetry Design & Sales

### Seattle: Skyline Exhibits

**John Backstrom**, President/Owner  
Trade Show: Exhibits, Graphics, Services  
[john@spnw.com](mailto:john@spnw.com)  
Web site: [www.spnw.com](http://www.spnw.com)

Mary Hackley (formerly of Washington Mutual) & **Susan** Farrington of Dawson Plumbing were approved as honorary Execs.

### Nanaimo

**V.I. Pest Doctor**  
**Richard Johnstone**  
Pest Control

### Island Document Storage & Shredding

**Naomi Low**  
Document Management

### Nanaimo Citrus-O Carpet Care

**Heather Wong**  
Carpet Care

### Fort Lauderdale

**Florida Power & Light Co.**  
**Lynn Shatas**;  
Electric Utility

### TimePlus Payroll Service

**Tom Jennings**.  
Payroll Services

### C. Way Hoyt Tree Trimmers & Assoc

**C. Way Hoyt**, owner.  
Tree Care/ Arborist

### Edmonton

Honorary Members:  
**George Plouffe**, **Bill Gascoigne**

## 2007 IEA President Jack Schneider

### Jack's Travel Journal

May 2<sup>nd</sup> AM New Orleans Execs

May 5 San Francisco for the mid year IEA Board meeting

## For More Information on the NE/NC Regional Conference contact

### Cheryl Samilio Meyer

Executive Director, BEA

[info@buffaloexecutivesassociation.com](mailto:info@buffaloexecutivesassociation.com)

(716) 852-6916

## Would your Association like to host an IEA Conference?

As many of us know, this is a great way to have your membership come together on a major 'project' which includes many of their talents - marketing, hospitality, education, tourism & networking. No chapter has volunteered for 2008 or 2009. If you would like more information on what might be involved, please contact Marcia Perlitz, (Dallas Executives Association) IEA Board of Directors, Chair of Conference Planning



## Congratulations & News

### Akron

Becky Draper has retired as the Director of the Akron Executives Association effective April 1st. We wish Becky & Jim a long & happy retirement. The new Executive Director of AEA is Nancy Mahoney. New contact will follow (as soon as I know it).

### Jacksonville

Get well wishes go to Commercial Realtor Member **Jay Severance**, (also former JAX Executive Director & IEA Board member) who is battling health issues.

### Edmonton:

**1) Larry Heschel**, 20 year member (Credit & Collection classification) passed away suddenly April 12th leaving behind 4 grown children including Associate member/daughter Suzan Cross. EEA members attended the funeral en masse. *In times like these, it is nice to know the support of EA members for each other transcends 'just business'.*

**2) NACAS West** (National Association of College Auxiliary Services, a professional association of Directors in Colleges and Universities throughout primarily North America) names **Brenda Andreassen**, Regional Representative to the Board. Brenda, the Director of Retail & Campus Services at Grant MacEwan College & a **member of the Edmonton Executives Association**. Her portfolio includes Bookstores, Food & Beverage Services, Vending, Conferences & Special Events, Residence Services, and Print & Mailroom Services.

MacEwan has a national reputation for providing quality, affordable and student centered education with small classes and individualized instruction. It has grown to become the largest college in western Canada, serving nearly 40,000 learners every year.

May 10 - IEA Vice President **Cindy McFall** will speak at the Regional Meeting in Buffalo

Jack will be on the road again in early June - **NE/NC/SE:**  
Charlotte Tues, June 5th,  
Detroit (Thurs June 7th) Joint meeting with Windsor Execs.  
Worcester, (Mon June 11)  
Syracuse (June 12 Tues)  
New York City (June 14 Thurs)  
Next up - **NW**

### Travelling?

Why not try an IEA member hotel....

#### San Francisco CA

Queen Anne Hotel

[www.queenanne.com](http://www.queenanne.com)

Michael Wade [sales@queenanne.com](mailto:sales@queenanne.com)

The IEA mid year board meetings will be held at the Queen Anne Hotel.

#### San Fernando Valley

Holiday Inn – Woodland Hills

<http://www.hiwoodlandhills.com/>

Marilyn Cornejo

[marilyn.cornejo@sbcglobal.net](mailto:marilyn.cornejo@sbcglobal.net)

#### Las Vegas NV

Gold Coast (Boyd Gaming)

<http://www.boydgaming.com/>

Mary Ann Burns

[maryannburns@boydgaming.com](mailto:maryannburns@boydgaming.com)

#### Nanaimo BC

Coast Bastion Inn

[www.coasthotels.com](http://www.coasthotels.com)

Kerry Pearce

[k.pearce@coasthotels.com](mailto:k.pearce@coasthotels.com)

#### Palm Beach FL

Palm Beach Gardens Marriot

[www.marriott.com/pbipb](http://www.marriott.com/pbipb)

Roger Amidon [rogeramidon@marriott.com](mailto:rogeramidon@marriott.com)

#### Warwick RI

Radisson Airport Hotel

[www.radisson.com/warwickri](http://www.radisson.com/warwickri)

Cheryle LaBanca [clabanca@jwu.edu](mailto:clabanca@jwu.edu)

#### London ON

Station Park Allsuite Hotel

[www.stationparkinn.ca](http://www.stationparkinn.ca)

[lfrench@stationparkinn.ca](mailto:lfrench@stationparkinn.ca)

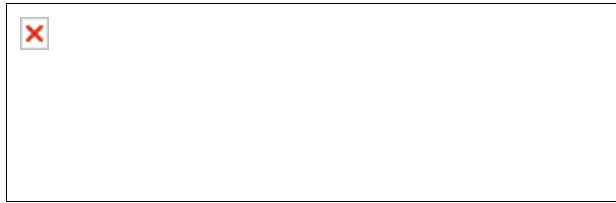
#### Fort Worth TX

Etta's Place

[etta@flash.net](mailto:etta@flash.net)

Leslie Bensen

[leslie@ettas-place.com](mailto:leslie@ettas-place.com)



## LEADS & ATTENDANCE REMINDERS

*(Taken from recent SXA newsletters...thanks Linda!)*

### A Leads Reminder!

LEADS are the reason for our existence. Everything we do is aimed at the ultimate goal of LEADS ... and MORE leads for everyone. But you can't produce leads if you don't KNOW every member and type of leads he/she needs!

How can you accomplish this? By getting acquainted with the members at your table each week – we rotate seating every 3 weeks so, just think how many members you can get to know in a one year period!

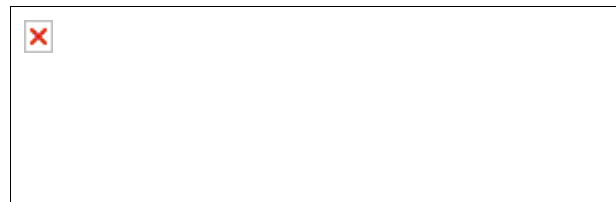
Take every opportunity you can to LEARN more about your fellow members and their businesses ... and they will learn more about YOU in the process!

### Attendance -- How Important Is It, You Ask?

Consider This ...

- ... Empty chairs receive no business.
- ... Empty chairs produce no leads.
- ... Empty chairs get no referrals.
- ... Empty chairs meet no members.
- ... Empty chairs make no contacts.
- ... Empty chairs are a waste of your investment.
- ... Empty chairs are a waste of your fellow members' investment.

Can YOU afford to leave your chair empty? Why would you WANT to leave your chair empty? Make the MOST of your Execs membership ... by ATTENDING MEETINGS!



### **Leadership Tip of the Week:**

*(by Melissa Dunkley, Leadership Coach, Results Now Inc. Member of the Edmonton Executives Association)*

**Here are five simple ways to check your communication and connection with others.** Out of the following five

Red Deer AB  
North Hill Inn  
[www.northhillinn.com](http://www.northhillinn.com)  
Joyce Boone (no email)

Charlotte NC  
Hampton Inn & Suites Southpark at Philip's  
Place  
no website listed  
Fay Gibson [fjibson@carolinnar.com](mailto:fjibson@carolinnar.com)

Abbotsford BC  
Ramada Place  
[www.ramadaabbotsford.com](http://www.ramadaabbotsford.com)  
Jean Marc Guillamot  
[jean\\_marc@ramadaabbotsford.ca](mailto:jean_marc@ramadaabbotsford.ca)

Edmonton AB  
The Westin Edmonton  
[www.westin.ab.ca](http://www.westin.ab.ca)  
Brenda MacGregor  
[brenda.macgregor@westin.com](mailto:brenda.macgregor@westin.com)

Miami FL  
Miami Airport Marriott  
no website listed  
John Mulrey [john.mulrey@marriott.com](mailto:john.mulrey@marriott.com)

Akron (Cuyahoga Falls) OH  
Sheraton Suites  
[www.sheratonakron.com](http://www.sheratonakron.com)  
Deborah Mason [dmason@sheratonakron.com](mailto:dmason@sheratonakron.com)

Honolulu HI  
Outrigger Hotesl & Resorts  
[www.outrigger.om](http://www.outrigger.om)  
Dean Nakasone  
[dean.nakasoen@outrigger.com](mailto:dean.nakasoen@outrigger.com)

Seattle WS  
Crowne Plaza  
[www.crowneplaza.com](http://www.crowneplaza.com)  
Rene Neidhart  
[rneidhart@crowneplazaseattle.com](mailto:rneidhart@crowneplazaseattle.com)

Fort Lauderdale FL  
Lago Mar Resort & Club  
[www.lagomar.com](http://www.lagomar.com)  
Walter Banks [reservations@lagomar.com](mailto:reservations@lagomar.com)

2007 IEA Board of Directors

**For a complete list of the IEA  
Board of Directors, please click on  
'Contact us" on the IEAweb home  
page.**

communication behaviors, what are you the strongest and/or weakest on?

1. **Following** – showing that you are hearing and understanding what someone is saying by nodding your head and verbally indicating you hear them by stating, yes, aha, or I understand.
2. **Importance** – indicating to the person, you are speaking with that they are valued and you truly want to hear what they have to say by you showing interest – the attitude of paying attention.
3. **Body Language** – approximately 80 percent of what you communicate is not what you say but how you say the words (tone of voice) and the behaviors you choose. (small muscle tension in your face, shoulders and posture indicates your acceptance or rejection of an idea)
4. **Eye Contact** – the fact that you maintain eye contact will give others a positive impression of your interest in what they are speaking of or if you have trouble, maintaining eye contact you may appear distracted which will send an impression of disinterest.
5. **Rapport** – most of us have heard of rapport but few truly understand it. It is that feeling you get upon first meeting someone, your first impression, and your intuition about him or her. However, rapport is not that complicated, it is not elusive or mystical but it is fundamental to our ability to communicate well. Rapport is simply your ability to match or mirror someone's preferred behaviors. This can be as simple as, a common language, gestures, speed in which someone speaks, or how fast they move their hands or head nods.

Effective Leaders need to be very competent in all five as none is less important than the others are. Matter of fact, all five are the fundamental building blocks to effective communication.