



international executives association

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A publication of the IEA



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**INTERNATIONAL EXECUTIVES
ASSOCIATION**

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

Doing Business With:

Edmonton member Greg Sokil, (**Sokil Transport Group**) was in Ottawa recently and although his schedule did not permit attending the OXA meeting - he did manage to do business with three of the OXA members!

Making Waves At Sea

2008 IEA Conference
Book the Date! October 25 - 30, 2008



CARNIVAL DESTINY

5 day Western Caribbean cruise from Miami, FL

The first destination on this adventure is Grand Cayman, an island famous for its Seven Mile Beach where you can enjoy all your favorite watersports. Other fun attractions include wildlife encounters and shopping in pastel-colored George Town. The next day you're in Ocho Rios, Jamaica, where the most popular of many attractions is Dunn's River Falls where you can climb a staircase of cascading water. On this cruise, you'll enjoy one fun adventure after another.

IEA Conference will be held during the sailing days!

Departure: SATURDAY, OCTOBER 25, 2008

Upgrades available - Limited # of Ocean view Cabins or Cabins with Balconies available - book early to avoid disappointment!
Cruise rates are capacity controlled in U.S. dollars, per guest and based on double occupancy. Government taxes/fees (\$21-\$136) and air transportation are additional for all guests. Some restrictions (including stateroom category availability) apply. Rates subject to change without prior notice.

Watch for the information packages - coming soon! *Basic 'all inclusive' (room & meals, port charges & taxes plus registration fee) packages will start at approx. \$650 per person, based on DOUBLE occupancy.*

Registration will be available on-line at www.ieaweb.com before year end.

IEA Co-chairs Marcia Perlitz & Londra Mead.

Welcome New Members!

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

Seattle

Olympic Radiant Heating
Radiant Heating
Craig Coble
craigc@olympicradiant.com

Windermere Real Estate

Real Estate
Cheri Neil
cherineil@windermere.com

Edmonton

Finning Canada
Heavy Equipment
Michael O'Connor
moconnor@finning.ca

Contact Changes

St Thomas (Ontario) Executive Association has a new Administrator
Vanessa Holmes, Administrator
vholmes@familyhealthoptions.com

Travelling?

Why not try an IEA member hotel....

Edmonton AB

The Westin Edmonton
www.westin.com/edmonton
Brenda MacGregor
brenda.macgregor@westin.com

Miami FL

Miami Airport Marriott
www.marriott.com
John Mulrey
john.mulrey@marriott.com

Akron (Cuyahoga Falls) OH

Sheraton Suites
www.sheratonakron.com
Deborah Mason
dmason@sheratonakron.com

Honolulu HI

Outrigger Hotels & Resorts
www.outrigger.com
Dean Nakasone
dean.nakasoen@outrigger.com

Seattle WA

Crowne Plaza
www.crowneplaza.com
Rene Neidhart
RNeidhart@cphotelseattle.com



In case you missed it....

Highlights of the 2007 IEA Conference: Session Notes are available on the Member Portal Page of this website (Sorry, members only)

Thanks to Buffalo Director Cheryl Samilio-Meyer for taking the time to submit this info. Below is a sampling....

Speaker: Jeff Mowatt - The Art of Client Service

One way or another, you influence others. When you discuss an idea with a co-worker, resolve an issue with a spouse, or interact with a customer you are exercising influence. The problem is that people are becoming so wary of other people's motives that it's becoming increasingly difficult to create trust. Following are some powerful principles on how to create trust with virtually anyone. The result is strengthened customer loyalty, increased spending per customer, and recharged team spirit.

"INFLUENCE WITH EASE"

Go Beyond Repeat Business to Loyalty

Get rid of sayings like "To be honest with you." This implies that you might not have been honest in the past and raise a customers' potential customers/ skepticism.

Grand Intentions:

Prove that you understand the greater need. Shift from "order-taking" towards proactive business-building. Tap into your customers' emotional needs with your "grand intention."

The "Humility Advantage"

Avoid being controlled by your ego. Avoid expressions that unwittingly raise skepticism in others. Enhance people's perception of you by 12% by using just two words more often: "Can we / May we" - not "Do you want..."

Knowledge of Product

Respect others' expertise and they will respect yours.

Rule of "3"

When offered three choices, customers tend to go to the middle. Position your ideas, products and services so that people select higher value options. Reduce selection and increase purchases by 7 fold.

IEA Silent Auction ... \$4000 was raised during the Gala dinner. These funds go a long ways and help keep IEA membership dues at only \$15.00 per company per year.

Fort Lauderdale FL
Lago Mar Resort & Club
www.lagomar.com
Walter Banks
reservations@lagomar.com

San Francisco CA
Queen Anne Hotel
www.queenanne.com
Michael Wade sales@queenanne.com

San Fernando Valley
Holiday Inn – Woodland Hills
<http://www.hiwoodlandhills.com/>
Marilyn Cornejo
marilyn.cornejo@sbcglobal.net

Las Vegas NV
Gold Coast (Boyd Gaming)
<http://www.boydgaming.com/>
Mary Ann Burns
maryannburns@boydgaming.com

Nanaimo BC
Coast Bastion Inn
www.coasthotels.com
Kerry Pearce
k.pearce@coasthotels.com

Palm Beach FL
Palm Beach Gardens Marriot
www.marriott.com/pbipb
Roger Amidon rogeramidon@marriott.com

Warwick RI
Radisson Airport Hotel
www.radisson.com/warwickri
Cheryle LaBanca clabanca@jwu.edu

London ON
Station Park Allsuite Hotel
www.stationparkinn.ca
lfrench@stationparkinn.ca

Fort Worth TX
Etta's Place
etta@flash.net
Leslie Bensen
leslie@ettas-place.com

Red Deer AB
North Hill Inn
www.northhillinn.com
Joyce Boone (no email)

Charlotte NC
Hampton Inn & Suites Southpark at Philip's Place
no website listed
Fay Gibson fgibson@carolinna.rr.com

Abbotsford BC
Ramada Place
www.ramadaabbotsford.com

2008 IEA President Jack Schneider's Travel Journal

This month our travelling President visited: Oct 16: Tulsa (OK), Oct 17: Houston (TX), Oct 18: Akron (OH), Oct 23: Ft Lauderdale (FL)...

TEA (Tulsa)

I was picked up at the Tulsa airport and was taken to lunch by Travis Jones and Ann Hammack (the ED) and was then given a guided tour of Tulsa which included the Gilcrease museum. What a great city! Taken out to dinner by Travis, his wife, the current pres, current VP, treasurer, chairperson of board & Ann Hammock. The Diner at McGill's (a TEA member) restaurant was outstanding. The food was great and the desserts were super. I spent the night at a Doubletree Hotel (a TEA) member. The Hotel room was comp'd by TEA.

The lunch meeting was well run and was in a great location. The meeting was highlighted with great networking and with a liberal sprinkling of humor. The food and the desserts were great.

HEA (Houston)

The Houston Executives Association is composed of a small formative group that is highly motivated and focused on getting the association up and running. They still have some formative hurdles to overcome, but the small cadre of founding members is great. It's not a question of 'if' but a question of 'when' they become a viable Executives Association.

Two of the members went to Dallas for a "look see". They were highly impressed with what they witnessed, and with what they learned. They brought back some ideas that they plan to implement ASAP. Way to go Dallas!

AEA (Akron)

Akron Executives Association - Would you believe that they meet in a church? Would you believe that I went to a church meeting? It's amazing the meeting room was not struck by lightning!

It was a lively, fun meeting, with good networking. The meeting was moved along in a most professional manner. I was presented with a box of Buckeye Chocolates by Cindy (the IEA Vice President). Believe it or not, I did not eat them on the spot but brought them home to share with my wife. (They are now history) I also am the proud owner of a Cleveland uniform shirt that was presented to me by Jerry Leipply. Unfortunately they were beaten by Boston. The food and desserts at the meeting were great, and were provided by their catering member.

EAFL (Ft Lauderdale)

Great location, great meeting, good energy, good networking and good humor.

Many members came dressed in Hawaiian shirts which added to the fun nature of the meeting.

Congratulations & News

Las Vegas, Nevada

M.J. Christensen Diamond Centers - Cliff Miller

The 2007 "Gone Platinum Awards" were recently presented by Platinum Guild International. Platinum Guild International, the marketing arm for the worldwide platinum jewelry industry, honored the Las Vegas Execs member for going platinum with their business.

LVEA member, Wright Engineers has been selected as one of this year's honorees for *In Business Las Vegas' first Nevada Entrepreneur*

For a complete list of the IEA Board of Directors, please click on '[Contact us](#)' on the IEA web home page.

Awards.

The article reads... "Wright Engineers was recently honored to be ranked as one of the best engineering firms to work for in the nation. Each year the nationally published 'Structural Engineer' magazine ranks top engineering firms across America with the distinction of being the 'Best Firms to Work For'. According to the October 2007 issue, more firms applied this year than ever before in the five year history of the program.

After meeting certain criteria to be eligible to participate, firms were asked to respond to a corporate survey. In addition, their employees were asked to participate in an in-depth employee satisfaction survey which included questions from categories such as ... benefits, compensation, performance recognition and professional development. Wright Engineers was ranked 21st nationally. Final standings were announced publicly on Oct. 4th at the fourth Annual 'Best Firm to Work for Summit' Awards Banquet, held in Boston MA."

Seattle

Seattle Exec member **Dr. Dexter Barnes** recently began his one year term as President of the Washington State Dental Association representing over 3,400 member dentists in the state. Besides his new role as WSDA president he also serves on the Dental Alumni Executive committee and chairs the annual Dean Ernest M Jones Lecture and practices full time at his downtown dental practice.

At Seattle Execs they all know that it's easy to feel comfortable around Dr. Barnes. His laid back manner and unassuming ways make him easy to approach. "I like to have a little fun, he said." "You know, sometimes I look at things differently than others. Once I was asked to draw a quarter and I drew a straight line rather than a circle. I looked at it from the side. I tend to do that – to look at things from the edges and find the irony in things that some people might not notice." Congratulations, Dr. Barnes!

Congratulations also to Seattle Executives Association who are celebrating 90 years on October 31st.

And congratulations also to the Syracuse Executives Association who have just turned 33!

Shreveport-Bossier

Congratulations to **Linda Biernacki**, member of the Shreveport-Bossier Executives Association & Chair of the 2005 IEA Conference Committee will be honored for her community commitment Nov. 7 as the "March of Dimes of Northwest Louisiana Citizen of the Year." Linda is President & founder of **Fire Tech Systems**, a fire protection company that sells and maintains fire sprinkler systems

Greater New Orleans

Condolences to GNOEA Members on the passing of long time member Dr. Harold Karas.

Dallas

DEA will be having their annual Fall Trade Show on November 13th – it takes the place of their regular meeting and therefore attendance is required. It is a fun event and a great time to do holiday shopping. Out of town Executives Association members are welcome to attend, call Marcia Perlitz for details.

2008 IEA Board of Directors:

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Managing Director: **Betty Adams** (Edmonton)

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