



international executives association

April 2008

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!!

Welcome New Members!

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

Nanaimo Executives Association

UNITED WAY CENTRAL ISLAND

Category: Registered Non-Profit Charity

Primary: N. Lynne Brown

lyne@uwci.ca

Alternate: Pamela Hadikin

Seattle

Pat Krier

2008 IEA Cruise Conference

October 25 – 30, 2008

“Sea of Opportunity”



Countdown to Conference

4 Weeks to Deadline

Registration Deadline is April 30th

Five day cruise to Grand Cayman and Ocho Rios! We will be sailing on Carnival Cruis Lines' ship "Destiny" from Miami...

Dates: Sails Saturday afternoon, October 25, 2008
Docks, Thursday morning, October 30, 2008

Payment must be made **IN FULL AT THE TIME OF REGISTRATION** through Credit Card Only, and is non-refundable.

- Any registrations received after the deadline will be on a space available basis so early registration is advisable.
- Any questions regarding the Registration process should be directed to the Conference Chairperson, Marcia Perlitz, Dallas Executives, Marcia@dallasexecutives.com or IEA Executive Director, Betty Adams, director@ieaweb.com.

Room availability for this Cruise Conference is limited to 100. 25% of the rooms are already been booked so **DON'T WAIT!**

Facilities Mgmt Contractors
JANITORIAL SERVICES
253-854-4000
patk@fmcorp.net

Ben Griner
Persyst Consulting
BUSINESS PROCESS CONSULTING
206-396-5825
ben@persystconsulting.com

Syracuse
C-H Insurance, Inc.
Joe Convertino, Jr. & Sr.
Category: Insurance – Property and
Casualty

Baringer & Associates, LLC
Maureen R. Baringer
Event Planner

Wireless Business Group, LLC
Thomas Huegel
Wireless Services

Edmonton
Edmonton Oilers & Oil Kings
Pro Hockey Team
Change of member:
Primary: Nick Wilson,
VP Business Operations, Oil Kings
Associate: Eric Upton,
VP Ticket Sales & Customer
Relationships
Oilers & Oil Kings

Contact Changes

Nanaimo Executives Association
New Executive Director
Dora Schievink
d.schievink@shaw.ca
2980 Twin Oaks Drive,
Ladysmith, B.C. V9G 1C7
Ph: 250-722-0303
F: 250-722-0332

Oregon Executives Association
New Executive Director
Cathy Grubb
cathygrubb@gmail.com
Ph: 971.255.1062

Travelling? Why not try an IEA
member hotel....

Seattle WA
(Member Change)
Crown Plaza Hotel
Cristy Smith, General Manager
csmith@cphotelseattle.com
www.crownplaza.com

For your protection we highly recommend trip/cancellation insurance by Travelex Insurance Services. Contact Travelex by calling 1-800-228-9792 and use code # 43-0067.

Raffle: This year, the committee has decided to forego the silent auction in favor of a 50/50 Split Drawing. Each of the IEA Member Associations has been sent ten tickets (available for sale at a cost of \$10 each).

Ticket Sales are limited to 500 tickets and when sold the **JACKPOT WILL BE A WHOPPING \$2,500.00!!!**
Buy Early to avoid disappointment.

Questions regarding the Conference can be directed to the Conference Chairperson, Marcia Perlitz, Dallas Executives, Marcia@dallasexecutives.com or Debbie Frey, Shreveport Executives, Debbie@sbea.biz.

All questions regarding the Raffle should be directed to Cheryl Samilio Meyer, Buffalo Executives, info@buffaloexecutivesassociation.com.

Registrations to Date: 54 signed up - coming from *Edmonton, Worcester, Nanaimo, Detroit, Dallas, Shreveport Bossier, Buffalo, Seattle, Honolulu, Kona, Calgary, New York, Akron, New Orleans, Fort Lauderdale, and Great Britain!*

The Online Registration FORM is NOW ACTIVE....

You need to go to the website Homepage: www.ieaweb.com

Click on [Convention](#) 2008 Conference, Register for Conference

Cabin prices are per person rates based on **double occupancy** and includes fees, taxes and prepaid gratuities **PLUS** Conference fee of \$150 per person for IEA members (& their guests) and \$250 per non IEA member. All attendees using IEA cabins **MUST** pay the conference fee.

Cruise Conference participants must have a valid passport!



President Jack's Travels: Musings on my March Sojourn:

March 10 - San Diego Executives Association (Non member Association)
The well run meeting was held in a private meeting room, in a Doubletree Hotel.

March 11 - Inland Empire Executives Association
Friendly, outgoing group exhibiting good networking skills while producing an abundance of leads. They are in the midst of a membership drive which

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

Edmonton, AB Can **The Westin Edmonton**

Brenda MacGregor
www.westin.com/edmonton
brenda.macgregor@westin.com

Miami FL

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

Honolulu HI

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

Akron (Cuyahoga Falls) OH

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

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
marilyn.cornejo@sbcglobal.net
www.HIWoodlandHills.com
Marilyn Cornejo

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

appears to be somewhat successful. Fabulous meeting venue. Rosella (ED) has produced some very impressive IEEA marketing materials and sets up a well structured meeting. The current president does an excellent job in running the meeting. Their breakfast meeting was held in a golf course clubhouse which presented a great buffet.

March 12 - Orange County Executives Association

Lively, well run meeting. Very good lead session with great member input. Many guests were in attendance. Meeting was held in the Restaurant Members facility, which once upon a time was a Baptist Church built in the 1890's, complete with stained glass windows. The meeting was run by Gary Meade (the current pres) and was very well organized thanks to the efforts of the ED (Gayle Stewart). The breakfast buffet was quite good (they served great chocolate chip scones). Gary's generosity was demonstrated by his presenting me with one of the restaurants signature orange chocolate liquor bundt cakes. Yum!

March 13 - Contra Costa Executives Association

The breakfast meeting was held in a private room in an elegant restaurant. The buffet and the facilities ambience were very conducive to a productive meeting. Everything was well organized due to the efforts of Bonnie Hendricks (the ED). The quality of the membership coupled with their great sense of humor produced a very successful, fast paced meeting. Kevin Wong (the President) did an outstanding job of running the meeting. The CCEA is in the midst of a membership drive, and with Kevin leading the team it will be a resounding success.

March 17 - Sacramento Executives Association (Non member Association)

Small group with a little over 30 members but a friendly, good humored group exhibiting good camaraderie.

March 19 - Sonoma County Executives Association

The night prior to their meeting I had dinner with, and got to meet on a personal level, the Board of Directors & Dorothy Calegari (their ED). They surprised me with a gift basket full of goodies which included some of my favorite food and drink (chocolates and scotch). The breakfast meeting was held in a great hotel meeting room, with an outstanding buffet. The speaker provided a great presentation relating to the many and varied facets of dental care. The meeting was fast paced, sprinkled with humor and ably moved along by their president. I spent a few nights in the hotel, and thanks to Dorothy (ED) my room was upgraded to a suite at no extra charge for the duration of my stay.

March 20 - Sonoma Valley Executive Association

The breakfast meeting was held in a hotel meeting room. The level of interactivity, camaraderie and lead sharing was exemplary. Their speaker was a 'green' contractor who provided some fascinating insights into new trends and building codes. The SVEA is in the midst of a membership drive.

March 20 - Executives Association of San Francisco

Outstanding meeting in a fascinating Marine's Memorial Hotel, with a great buffet lunch (including chocolate cake). The well structured meeting was moved along in a timely manner by James (President). The speaker was outstanding and provided great insights as to whether to take or not to take specific cases.

His next tentative trip is:

Tues – Apr 22 – New Orleans
Thurs - April 24 - Detroit
Friday – April 25 – Cleveland
Monday – April 28 – Buffalo
Tues – April 29 – St Thomas
Thursday – May 1st – Ottawa
Friday - May 2nd - Dallas, IEA mid year meeting

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

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

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



Seven Secrets of Getting More Referral Business

(poached from the Las Vegas Executives Association Communique, but I think it works for everyone!)

Are you looking for a way to get more referrals from EA members, your present customers, or even from your competition? Implement these seven strategies and a flood of new business referrals will result:

- 1) Make referral sources comfortable enough with your business to refer your business. Potential referral sources must have confidence in you. If you relate success stories (with the customer's permission) the referral source will get the idea that good things happen when you are around.
- 2) Teach referral sources how to refer your business. If someone suggests you call Bill Gates, resist the impulse to celebrate. Instead, ask questions: How do you feel I could help him? How do you know him? What have you told him about me? Ask that person to call Mr. Gates so he will expect your call.
- 3) Be sure potential referral sources know exactly how you can benefit customers or clients. If their knowledge of your business is limited, you can improve your position by explaining how you benefit customers or tell about the results you get. If you were an optometrist, you might say, "I help people see better", rather than "We give eye examinations and fit eyeglasses."
- 4) Let your potential referral sources know that you need and want referrals. Many people have the impression that all of your customers come through the yellow pages. Others may think that you are always very busy and don't need any referrals or more business. Plant seeds any time you can. For example, when asked about your activities, you might respond "I'm excited about a new account that was referred to us by another client who was pleased with the work we just completed for them. In fact, most of our new business comes by way of referrals."
- 5) You will get more referrals if you thank your sources enough. Always thank a referring party three times. Thank them verbally, both at the time of the referral and after contact has been made with the prospect. Then thank them with a hand-written note.
- 6) Have a game plan for gaining new referral business from competitors. You can get at least 10%-15% of your referrals from the competition. Choose people who are where you were 2-3 years ago in the development of their business, and get to know them and their capabilities. Refer work to them that you cannot or will not do, then encourage them to pass along to you the things they can't handle.
- 7) Don't let your referral sources forget about you. Combat any loss of memory by staying in touch. Keep a database of your referral sources just as if they were prospects. Don't let six months go by without them hearing from you. Remind them you are there - by telephone, mail or e-mail.

Since referred prospects normally close at the rate of five times those generated by cold calls, using these strategies will be very much worth your time and effort.



Question of the month:

If a member resigns sometime in the quarter, after they have paid their quarterly dues, do you refund the dues amount for the balance of the quarter? Thank you for your assistance,

Debra Hoffman, Maui Executive Association

Reply to: success@meamaui.com

cc: director@ieaweb.com

Last Month's Executive Director's Questions regarding Guests & Latecomers (and the subsequent answers) can be viewed by IEA members (only) elsewhere on this site....please use your login/password to enter the Member Portal & Resource Library.