



## **international executives association**

**May 2008**

*A publication of the IEA*

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**INTERNATIONAL EXECUTIVES  
ASSOCIATION**

P. O. Box 4044, Edmonton, AB T6E  
4S8 Canada  
Telephone: 780-413-1979  
Fax: 780-413-1975  
*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 :)*

**New Orleans**

Point-2-Point  
Michael Fredrick  
Web Design / Web Hosting

**Seattle**

Kane Environmental, Inc.  
John Kane, President  
[jkane@kane-environmental.com](mailto:jkane@kane-environmental.com)  
ENVIRONMENTAL SERVICES AND  
CONSULTING.

**Las Vegas**

Realty Executives of Nevada  
Fafie Moore  
[fafie@realtyexecutives.com](mailto:fafie@realtyexecutives.com)

**2008 IEA Cruise Conference  
October 25 – 30, 2008  
“Sea of Opportunity”**



**Countdown to Conference**

**Registration Deadline is April 30th**

**We are working with Carnival Cruise Lines to extend the  
registration date, so be looking for information about that  
very soon.**

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

The 2008 Conference Committee is hard at work trying to  
make this conference the best for all that will be attending.

**Speakers:**

**Peter 'K' (Kofitsas)** *Peter is a fitness expert, author and  
motivational speaker will be speaking on 5 Secrets of Mind,  
Body & Success – how to succeed in anything through health,  
secrets of eating to be successful, and exercising your way to  
success.*

[www.realtyex.com](http://www.realtyex.com)  
Real Estate - Residential

Colliers International  
Vic Donovan  
[vdonovan@lvcolliers.com](mailto:vdonovan@lvcolliers.com)  
[www.colliers.com](http://www.colliers.com)  
Real Estate - Commercial

**Edmonton**  
Aligra Wine & Spirits  
Grant Schneider  
Liquor Store  
[grant@aligrawineandspirits.com](mailto:grant@aligrawineandspirits.com)

### Contact Changes

**Red Deer Leads Executives Association (Alberta, Canada)**  
New President  
John MacKenzie (07/08Pres)  
Ph: (403) 340-0880 Fax: 403 347-5960  
[johnmackenzie@actioncoach.com](mailto:johnmackenzie@actioncoach.com)  
[www.reddeerleads.com](http://www.reddeerleads.com)

**Greater New Orleans EA**  
(Postal address correction)  
Susan Busby  
GNOEA  
4316 Page Drive  
Metairie, LA 70003

**St Thomas Executives Association**  
Contact change  
Russ Jackman, President  
[russjackman@internetadvisor.ca](mailto:russjackman@internetadvisor.ca)

**Ft Lauderdale Executives Association change:** Last month, Keith Hendee, 17-year Executive Director retired.  
"Thanks so much to everyone & continued success with the IEA".  
...Keith  
Both Keith and his assistant Martha have been granted lifetime honorary membership. If you want to keep in touch, his home e-mail address is [ellen\\_lh@yahoo.com](mailto:ellen_lh@yahoo.com)  
Congratulations to Debbie Parker Smith, the new Executive Director  
EAFL P.O. Box 11401  
Fort Lauderdale, FL 33339-1401  
[director@ascotmgt.com](mailto:director@ascotmgt.com)  
[www.ftexecs.com](http://www.ftexecs.com)

**Pittsburgh Executives Association**  
John Abel, Executive Director  
[www.pea1939.com](http://www.pea1939.com)  
P.O. Box 15483  
Pittsburgh, PA 15237  
(412) 897-4099  
[pea1939@comcast.net](mailto:pea1939@comcast.net)

## Donna Tussing of Dale Carnegie - "Confident, Assertive, In Charge" Developing the Attitudes of Leadership

*Also, if you are wondering why you should attend an IEA conference....we have put together some answers for you.*

### Why attend the IEA annual conference?

Some Association Chapters are thriving, others happy and stable, while others may be stagnant or in need of assistance to prosper. The same can be said for the Business Members. All these conditions mean each Attendee brings different perspectives when attending the IEA meeting each year. We learn and inspire each other during this annual gathering.

Learn from others - every Member has ideas to contribute - we need YOUR participation for each of us to grow. As Leaders, the best thing you can do is to grow, inspire others and create excitement -- attend the IEA conference.

YOUR Association's health is the NUMBER 1 topic, but it is not the only one. Build relationships that will build your Association & your business - As Leaders of your Association or your company, your benefits are similar, but in addition, you will be astounded as to how differently each Executives Association functions - take home new ideas, develop your leadership skills and become a better LEADER.

### Is the conference best suited for the Executive Director, the Leadership of your Chapter or the Business Member?

**EVERYONE!:** Executive Directors' & Chapter Board's get a whole year worth of ideas, perspective and insights as to what is working in the various regions. Business Members get a chance to learn & network with other like-minded business leaders. No one goes away empty handed.

### For New (ROOKIE) Executive Directors

*Attending the IEA annual conference is like taking an Master Degree course in Executives Association management. No where else will you be so fully immersed in discussing day to day operations, functions and duties of Executive Directors of Executives Associations across the US and Canada.*

*Learn how other associations have solved problems, developed leaders, increased revenues and initiated growth over the years. Even if your association is thriving, there are always fresh ideas to take back to your community.*

*IEA is about sharing best practices and creating prosperous Executive Associations!*

Registrations to Date: 90 signed up - coming from *Reno, Edmonton, Worcester, Nanaimo, Detroit, Dallas, Shreveport Bossier, Buffalo, Seattle, Honolulu, Kona, Calgary, New York, Akron, New Orleans, Fort Lauderdale, Great Britain, Inland Empire, Rhode Island, Syracuse, !*  
*Others who are expected: Tulsa, Fraser Valley, Oregon, Red Deer...we'd sure miss you!*

The Online Registration FORM is ACTIVE....

You need to go to the website Homepage: [www.ieaweb.com](http://www.ieaweb.com)

## Travelling?

*Why not try an IEA member hotel....*

### Seattle WA

(Member Change)

Crowne Plaza Hotel

Cristy Smith, General Manager

[csmith@cphotelseattle.com](mailto:csmith@cphotelseattle.com)

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

### 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)

### Edmonton, AB Can

The Westin Edmonton

Brenda MacGregor

[www.westin.com/edmonton](http://www.westin.com/edmonton)

[brenda.macgregor@westin.com](mailto:brenda.macgregor@westin.com)

### Miami FL

Miami Airport Marriott

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

John Mulrey

[john.mulrey@marriott.com](mailto:john.mulrey@marriott.com)

### Honolulu HI

Outrigger Hotels & Resorts

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

Dean Nakasone

[dean.nakasoen@outrigger.com](mailto:dean.nakasoen@outrigger.com)

### Akron (Cuyahoga Falls) OH

Sheraton Suites

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

Deborah Mason

[dmason@sheratonakron.com](mailto:dmason@sheratonakron.com)

### Fort Lauderdale FL

Lago Mar Resort & Club

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

Walter Banks

[reservations@lagomar.com](mailto:reservations@lagomar.com)

### San Francisco CA

Queen Anne Hotel

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

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

### San Fernando Valley

Holiday Inn – Woodland Hills

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!**

Raffle: This year, the committee has decided to forego the silent auction in favor of a 50/50 Split Drawing.

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

Raffle questions to Cheryl Samilio Meyer, Buffalo EA,

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

**President Jack's Travels:** *Musings on his April Sojourn will have to be in June's newsletter....because, as of April 30th....he is still on the road!*

*His travels this month:*

*Tues – Apr 22 – New Orleans*

*Thurs - April 24 - Detroit*

*Friday – April 25 – Cleveland*

*Monday – April 28 – Buffalo*

*Tues – April 29 – St Thomas*

*If it's Thursday – May 1st – this must be Ottawa !*

*Friday - May 2nd - Dallas, IEA mid year meeting*

## **How to Work The Executives Association -**

### **Getting a Return on Your Investment**

*(taken from the Las Vegas Communique - thanks Marguerite!)*

- \* Never be late.
  - \* Create a marketing plan - "The aim of marketing is to make selling superfluous." (Peter Drucker) Remember - everyone is in sales.
  - \* Know the membership - circulate; Always sit next to someone new.
  - \* It's not who talks - it's who listens. "Be still, only a silent mind can absorb." (Diogenese) Be courteous to the speaker.
  - \* Be a source of information. Sharing information does not divide your profits ... it multiplies them.
  - \* Attend all Association events, if possible. It is a great opportunity to increase visibility and educate your sales staff.
  - \* Never be part of a clique. Eagles soar alone, pigeons flock. Approach new members quickly. "Boldness has genius and power in it. (Goethe)
  - \* A stranger does not buy from a stranger ... a friend buys from a friend and refers friends. Send a welcome letter to all new members.
  - \* "It's Net-Work, not Net-Sit." (Kaufman)
  - \* "The open hand of giving is always full. A closed fist receives nothing." (Chinese Proverb) Giving relieves depression.
  - \* Always wear a nametag.
  - \* Always carry and hand out business cards.
  - \* Defense precedes offense. Avoid time wasters and negative individuals.
  - \* Visit each member's location. Visit new members within the first month of their membership.
  - \* Utilize the opportunities.
- ... Be a greeter; join a committee, get involved*

[marilyn.cornejo@sbcglobal.net](mailto:marilyn.cornejo@sbcglobal.net)  
[www.HIWoodlandHills.com](http://www.HIWoodlandHills.com)  
Marilyn Cornejo

**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/pbjpb](http://www.marriott.com/pbjpb)  
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)

**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  
[fgibson@carolinna.rr.com](mailto:fgibson@carolinna.rr.com)

**Abbotsford BC**

Ramada Place  
[www.ramadaabbotsford.com](http://www.ramadaabbotsford.com)

... Hand out information about new products or services;  
... Give a Classification Talk;  
... Attend Open Houses;  
... Visit other Members' business location;

**Congratulations & News**

**Syracuse Members:**

Congratulations to Kyle Thomas, Acquisition-Support Environmental, recently passed the exam to become a LEED Accredited Professional (AP), which allows him to administrate "green" construction projects to attain LEED certification from the U.S. Green Building Council. And

...

Congratulations also to Mark Re, Gallinger RealtyUSA, who was re-appointed Vice-President of the New York State Association of Realtors Central Region, for an additional one-year term.