



international executives association

August 2008

A publication of the IEA

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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 :)

Buffalo:

FB Displays & Designs, Inc.

Francine Brooks, President

Exhibits & Advertising Displays

Francine@displaysanddesigns.com

www.displaysanddesigns.com

Seattle

AmeriCapital

Lou Hazim

louis.hazim@americapital.net

Rogers & Norman, Inc.

Tracy Johnson

tracyj@rogers-norman.com

President Jack's Travels: Aloha!

Just got back from a trip to Washington, Oregon and Vancouver Island. Had a great time and met with the Oregon Execs Association. They are a great group...

I arrived in Portland Airport (after flying from Honolulu) Wednesday day around 8:00AM, got to a hotel, showered, shaved, and made it down to the Oregon Execs Association to attend their Board of Directors Meeting. That meeting was followed by their lunch meeting, which was followed by their Major Event Committee. All three activities were superbly run, and much was accomplished.

Their lunch meeting was fast paced, humorous, and peppered with an abundance of good, high quality leads. They are an extremely motivated high energy, fun group that are really into making their Association work.

Cathy Grubb (the ED) did a fantastic job of making my short visit memorable.

Congratulations & News

Nothing reported this month - everyone must be on vacation!

Contact Updates

Pinellas Executives Association New website:

www.peafl.com

Executives' Association of Fort Lauderdale, Executive Director Debra Parker Smith new email address:

director@ftlexecs.com

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

Bonney Watson Company
Susan Traub
straub@bonneywatson.com

New Orleans

Murray Yacht Sales
Stanton Murray

San Fernando Valley (11 in '08)

Scott Michael Derderian
VALENCIA ELECTRIC
Electrical Contractor
Scott@Valencia-Electric.com
www.Valencia-Electric.com

Sonya Deraprahamian
Diversified Valley Investments, Inc.
aka AMERICAN RENT ALL
Party and Medical Equipment Rental
ara@rentamerican.com

Donna Deutchman, CEO
HABITAT FOR HUMANITY
Social Services and Affordable Housing
Shelter

Kelvin deWolfe, CEO
1ST DEFENSE INC.
Acupuncture
KelvindeWolfe@gmail.com

Jeremy Eisenstein, DC
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www.themedicalspas.com/eisen

Susan Lane, Owner
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www.vitamincenteragoura.com

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PIPE MASTER PLUMBING
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www.Axia-EFT.com

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Risk Management Consulting
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Marie Ridino, Owner
RIDINO'S CABINETS
Manufacturer Custom wood cabinets
MRidino@aol.com



29 Chapters represented:

Edmonton, Worcester, Nanaimo, Detroit, Dallas, Shreveport Bossier, Buffalo, Seattle, Honolulu, Kona, Calgary, New York, Akron, New Orleans, Fort Lauderdale, Oregon (Portland), Sonoma County, Kern County, Reno, San Fernando Valley, Fraser Valley, Palm Beaches, Syracuse, San Diego, Rhode Island, Charlotte, Vancouver, Great Britain, Rhode Island, Sonoma County & Kern County!

Note: Carnival has notified us of an additional \$25.00 per person Fuel Surcharge. Don't pay now - Official notification will come with the room assignments.

ALSO, The Conference Committee is hard at work putting the finishing touches on the 2008 IEA Conference on board Carnival Cruise Lines "Destiny" in October. Some of you may not be able to join us this year, but here is your opportunity to advertise your business to the 100 attendees, and the rest of the captive audience on board that boat! DONATE! Do you have some marketing tool, give-away, chochkey that you can send us to fill our "bag" of goodies? Or, make a cash donation toward the \$300 needed to print our tote bags, and we'll put your name on them as a sponsor. One company is donating fly swatters. Can you guess their classification? Another has donated pens and paper. Anyone out there have sun screen? Please e-mail conference co-chair Cheryl Samilio Meyer, info@buffaloexecutivesassociation.com. Thanks!



"Exclusivity of Classification is a Privilege..."

(taken from the LVEA Communique July 9 because this applies to all EA members)

As a member of LVEA, you and your firm are granted exclusivity in your classification.

*That means that your primary business, either products or service, comprises 60 percent * or more of your revenue ... and you and only you can promote that product or service at LVEA functions.*

*(*slightly differnt percentages allowed at different EAs)*

Your firm was eligible for membership in LVEA because the major portion of the business of your firm was not in competition with the main activity or profession of a member.

Should your business, at some point after acceptance as a member,

Robert Bruce Sherman
BOYD & ASSOCIATES
Alarm Systems, Security Guards,
CCTV Systems
Younpoo@BoySecurity.com
www.BoySecurity.com

Travelling?

Summer is the Time to Travel:

Why not try an IEA member hotel

Abbotsford BC
Ramada Place
www.ramadaabbotsford.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

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
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www.marriott.com/pbipb
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

New Orleans
Bourbon Orleans
Brian Mulholland
brian.mulholland@bourbonorleans.com

begin to handle other products or services which are out of the realm of your designated classification and which may be in conflict with another member, you cannot promote that product or service.

To avoid any conflict, be aware of what each member provides and take care not to invade his/her classification.

Question of the month:

Mid month the IEA Directors discussed Marketing: Does your Association market itself & why? What has been the most effective way to advertise for new members. Have you ever done a General Awareness campaign for your EA? How, & was it effective? What did you try that didn't work?

New Questions:

1. How many Associations have husbands and wives in their Associations? Do they have separate classifications, or are they Associates with the same company?

We have a Standing Rule that husbands and wives can not belong to the Association. We now have a member who is trying to get his wife in ... so we were wondering how the other Associations handle this.

2. Public Relations

Do any of the Executive organization utilize outside Public Relation companies to publicize their organizations? Are they on contract? P. R. focus? Measurement? Cost for service?

Do they do internal public relations, press releases etc.? Does anyone have press release samples they would be willing to share?

3. Classification Relations between Banks and other Financial Institutions

History with relationships between these categories, if in fact the organization has more than one category for Banks, mortgage companies, leasing agents, stock brokers, investment banking, etc. Interested in experience of the EA organizations having to do with category slippage, friction or not?

If you would like to ask a question of the other EA Chapters, please send your query to director@ieaweb.com

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www.Boston

westborough.Doubletree.com

Seattle WA

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Cristy Smith, General Manager

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Edmonton, AB Can

The Westin Edmonton

Brenda MacGregor

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Akron (Cuyahoga Falls) OH Sheraton

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brenda.macgregor@westin.com

Miami FL

Miami Airport Marriott

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Outrigger Hotels & Resorts

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