



## **international executives association**

### **October 2008**

*A publication of the IEA*

#### **In this Issue:**

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**New Members: Edmonton, Seattle, Las Vegas, Ft Lauderdale**

**Conference Update**

**ByLaw change re: Number of Regions**

**Contact changes: Abbotsford, Portland, Seattle**

**Congrats to LVEA & Vanex**

**Condolences to Ann Hammack, Tulsa**

**Articles:**

**Make an Effort to help New Members**

**Doing Business outside your Association**

**How to Work the Association - getting a return on your investment**

**IEA Hotel list**

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



#### **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 :)*

#### **Edmonton**

Integra Tire

Tire Sales

David Cosco, President

#### **LAS VEGAS**

Canyon Creative

Dale Sprague, President

Graphic Design

Les Olson Company

Mike Augason

Copier Sales & Service

#### **30 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 & Ottawa!*

***In just three weeks the IEA Conference sets sail on a "Sea of Opportunity"!***

***By now passengers should have received confirmation numbers, cabin numbers and instructions on obtaining cruise documents and luggage tags. PLEASE contact one of the committee members if you have not received this information!***

***Travel insurance is highly recommended for all passengers and can be obtained by calling: Travel Insurance Services at 800-228-9792 or through their website at [www.travelinsurance.com](http://www.travelinsurance.com)***

***Refer to: Locator #43-0067; Company (Travel Agent):***

***Mustang Travel International***

***Product: B02 03/04, 08/04. We are sailing on Carnival's **Destiny**.***

***And last but not least, please remember to buy your 50/50 IEA Raffle***

## Seattle

Trotter and Morton, Cosette  
Gibson-Pfaff, General Manager  
HVAC COMMERCIAL  
[gibson-pfaff-c@trotterandmorton.com](mailto:gibson-pfaff-c@trotterandmorton.com)

## Fort Lauderdale

LXR Luxury Resorts & Hotels  
Hotels  
Bill Stanton  
[wstanton@luxuryresorts.com](mailto:wstanton@luxuryresorts.com)  
954-728-3533  
[www.luxuryresorts.com](http://www.luxuryresorts.com)

## Travelling?

### Why not try an IEA member hotel?

Buffalo Execs is looking to fill the classification of HOTEL. Please email [info@buffaloexecutivesassociation.com](mailto:info@buffaloexecutivesassociation.com)

## Fort Lauderdale

LXR Luxury Resorts & Hotels  
Hotels  
Bill Stanton  
[wstanton@luxuryresorts.com](mailto:wstanton@luxuryresorts.com)  
954-728-3533  
[www.luxuryresorts.com](http://www.luxuryresorts.com)

## Whistler (Vancouver) BC

Wildwood Lodge  
[www.wildwoodlodge.com](http://www.wildwoodlodge.com)  
Al Hurwitz  
[Al@alhurwitz.com](mailto:Al@alhurwitz.com)

## Calgary Banff Park Lodge

Janet Johanson  
Toll Free: 1-800-661-9266 Ext: 3  
[jjohanson@banffparklodge.com](mailto:jjohanson@banffparklodge.com)  
<http://www.banffparklodge.com>  
<http://www.bowview.com/>

## Abbotsford BC

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

## Las Vegas NV

Gold Coast (Boyd Gaming)  
<http://www.boydgaming.com/>  
Mary Ann Burns  
[maryannburns@boydgaming.com](mailto:maryannburns@boydgaming.com)

**tickets! This is the only fund raising event for this year's conference. You will not only be supporting the IEA, but you just might be the lucky winner of the anticipated payout of \$2,500.00!**  
(Please return your ticket stubs to Cheryl ASAP (or bring them with you onboard)

We look forward to seeing everyone later this month at the onboard Meet & Greet at 6 PM where we will hand out name tags & Conference Materials!  
**See you on board!**



2008 IEA Conference Committee

## BYLAW CHANGE: FROM SIX TO THREE REGIONS

The documentation and By Law changes needed to support the IEA Board intention to reduce the number of Regions from Six to Three (as discussed & verbally approved in Calgary during Regional Meetings).

This will be put to formal vote at the 2008 IEA Conference during the Regional Meetings....Each Chapter Member in good standing has one vote.

Please review this with your local Board of Directors so that you will be ready to cast a vote on the Cruise.

If your local Executives Association will not be represented on the Cruise, we would invite your Chapter to vote via email in advance before October 15th. (Thanks to those who have already sent their votes)

## Association Contact Changes

### Ottawa

New Executive Director Diane Carr  
P. O. Box 8096  
Ottawa, ON K1G 3H6 Canada  
Phone # (613) 731-1852  
Fax # (613) 731-0748

### Vancouver

Welcome back Linda Enns....she is back full time and very excited about the Marketing program Vanex is working on.

### Portland

New Executive Director Teeneke Barresi  
[teeneke@yahoo.com](mailto:teeneke@yahoo.com)  
Ph: 503-866-8584

### Abbotsford

New Executive Jennifer Dykstra  
New Phone #:604-855-2493  
[info@abbotsfordexec.com](mailto:info@abbotsfordexec.com)

### Seattle

Office moved to: 150 NICKERSON STREET, SUITE 101  
Seattle, WASH 98109 206-352-3955 - phone  
206-352-5601 – fax

**Congratulations to Las Vegas Executives Association on their 41st birthday!**

**Condolences** to Tulsa's Executive Director (& IEA Board member) **Ann Hammack** whose husband passed away on Sept 30th after a courageous

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)

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)

New Orleans  
Bourbon Orleans  
Brian Mulholland  
[brian.mulholland@bourbonorleans.com](mailto:brian.mulholland@bourbonorleans.com)

Seattle WA  
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)

Edmonton, AB Can  
The Westin Edmonton  
Brenda MacGregor  
[www.westin.com/edmonton](http://www.westin.com/edmonton)

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

battle with cancer.

*From SXA's newsletter:*

**Let's make an effort to help our NEWEST MEMBERS this quarter!**

Remember when YOU were a new member? Remember how overwhelming it was when you first started? Our newest members need the help of the more experienced member company representatives. Each of the new executives has been told that SXA's ability to produce leads, contacts and business for him or her depends to a large extent on his/her own efforts. Each will do his or her part, but each needs the help and cooperation of the "old hands."

When you sit with a new member, tell him/her exactly how he/she can assist you - something about your company and the goods you sell or services you provide. In turn, quiz the new member about his/her firm, and, in turn, learn what the new company provides that you (or your friends, family or business associates) need.

MAKE IT EASY for the new member. Reciprocal relations begin at the luncheon table on Tuesdays at noon, via "shop talk," and by keeping an ear to the ground. Knowledge acquired early in the game leads to confidence in a firm's products, service and reliability.

MAKE IT EASY for the new member! In turn, new members can make it easy for the "old hands" by reciprocating information capable of producing on your behalf!!

**Do You Need Products/Services in Other Cities?** taken from a recent LVEA Communiqué  
**Here's the Perfect Solution....**

When you need services in another city, the first place to check is the International Executives' Association web site - [www.ieaweb.com](http://www.ieaweb.com) ... or look in your LVEA Roster Book - there are over 100 Associations listed.

You can e-mail, call, or fax your lead to the Executive Director of the out-of-state association. The executive director (ED) will assist you in getting your lead delivered to the right member.. Also, let Marguerite (ED of LVEA) know so we can track out-of-state leads. We want to increase awareness of the benefits of exchanging leads out-of-state.

It works... Jolley Urga (LVEA member) just received a referral from a member of the Sonoma Executives Association ... and a LVEA Member gave a referral to the Reno Executives Association.

Hurricane Cleanup: Bob Hofner of the **Buffalo** Executives Association is in the "Restorative Drying/Flood Damage" business. Immediately after the recent hurricane, he had trucks, drying equipment and workers headed to Texas and contacted the Dallas & Houston Execs to extend his services to their members. The next day, Buffalo member National Fire Adjustment Co., Inc. setup a temporary office in Houston, and also extended his offer of assistance to DEA & HEA to assist with insurance adjusting services.

**Worcester** Execs member Lee Silverstein of Sadick Public Insurance Adjusters, Inc. was also working on large commercial losses and large homeowner losses in the Lake Charles and Port Arthur areas of Louisiana, Galveston and Houston.

**How to Work The Executives Association - Getting a Return on Your Investment:**

(article taken from a recent SXA newsletter)

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

***PARTICIPATE!!!***

***Question of the month:***

*If you would like to ask a question of the other EA Chapters, please send your query to [director@ieaweb.com](mailto:director@ieaweb.com)*

*Previous Executive Director's Questions (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.*