

## In the News...

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## Congratulations LSM Class of 2014!

It is with great pleasure that we welcome the newest LSM Alumni! The Class of 2014 Graduation and Annual Meeting was held Thursday, April 24th at the Price Senior's Center. After an update on the year's accomplishments, outgoing President Mark Newton passed the gavel to incoming President Mitsie Benton.



Class of 2014– back, left to right: Jason Otto, Daniel Benitez. Middle, left to right: Blake Hartman, Diana Baker, Ran Solis, Rick Koch. Front, left to right: Karl Kuhlman, Judy Johnson, Karen Wyatt, Tammy Walden. Not pictured: Katie Contreras, Melissa Nicewarner Daly, Ann Weinheimer.

### MARK YOUR CALENDARS

- May 9** – LSM Hosts Cottage Kitchen
- May 23** – Board Retreat & Planning Session
- June 1** – Deadline for Applications for Class of 2016
- June 13** – Class of 2015 Fundraiser-Roast of Commissioner Will Conley

The incoming Board of Directors was installed by voice vote and introduced to the Alumni by Board President Mitsie Benton. Mark Newton expressed his sincere thanks to the outgoing Board by presenting each one with the book titled “Everything I Need to Know I Learned From a Little Golden Book.” Congratulations to the Class of 2014, and here’s to another great year!

## CLASS OF 2014 GRADUATION & ANNUAL MEETING



The Class of 2014 Graduation and Annual Meeting was held Thursday, April 24th at the Price Senior's Center. It was a great opportunity for Alumni, the Board of Directors and current class members to socialize and congratulate the graduating class. A special thanks goes out to Lee Festervan, LSM Events Coordinator, for coordinating the special evening.



2013-2014 Outgoing Board  
– back, left to right: Greg Wurzbach, Mark Newton, Johnell Huebner, Jeremiah Pizana, Danny Gonzales. Front, left to right: Rick Bell, Olivia Juarez-Reid, Mitsie Benton, Karen Wyatt, Jessica Jolly, Lee Festervan. Not pictured, Karen Gordon-Sosby, Katie Contreras, Lisa Tanksley.



## SESSION EIGHT – CASE STUDY, FACILITATOR SELECTION & RECAP OF CLASSES

By Karen Wyatt- Facilitator Chair

Session Eight was held on April 8th, 2014 at Aunt Jane Hughson's house. The breathtaking background proved to be the perfect atmosphere for our final session. For the case study, the class researched and brainstormed different ways to increase physical activity within elementary schools while focusing on preventing childhood obesity. The class split into three groups (parents, teachers, and school board members), and came up with some simple yet highly effective programs to address both issues. Ideas ranged from having classmates act out a "verb" while studying English in the classroom, to providing recognition to those students that documented physical activity at home. It was hard to believe the class was only given 2.5 hours to complete the case study, because after hearing their impressive presentations, you would have thought they had days to prepare.

After a delicious lunch of hamburgers, compliments of hostess Aunt Jane and master chef Terry, we got to hear from Lisa Dvorak about the award winning ACT program that she has been instrumental in implementing. Learning how college students and long time residents can co-exist peacefully is so important to further the betterment of this community

Next, Terry took us on a true "adventure walk". From digging for arrowheads to scaling barbed wire fences, it was nice to see how well the class has bonded and grown together. After we returned and heard the classmates speak about their own organizations, our incoming President Mitsie Benton spoke to the class about leadership, her own experiences in LSM and ways we can improve the program. Listening to her speak, it is clear that the organization made the right decision in electing her President. She comes in with a positive, fun attitude, and it is obvious she will continue to take this program in the right direction as we grow.



The class honored Teresa Lauderdale as their new Facilitator Chair and Liz Castaneda was chosen as the Co-Chair. Throughout the year, these two ladies, along with the rest of the class, have demonstrated how well they can lead. The Class of 2016 is in terrific hands!

As we end this year's curriculum, Katie and I would like to recognize how well this class performed. They are an amazing group of leaders, and we look forward to seeing the completion of their project, which is the restoration of the 1926 fire engine, Ol' Betsy. We are so happy we were given the opportunity to facilitate this class and the chance to get to know such determined and fun people. Thank you to the Class of 2015 from the Class of 2014!



## LSM CLASS OF 2015 PROJECT UNDERWAY

By Teresa Lauderdale - Facilitator Chair

The Class of 2015 is proud to announce their class project which is restoring the San Marcos 1926 American La France Pumper Truck. Ol' Betsy was one of the first mechanized fire apparatuses purchased by the City of San Marcos. The City and Fire Department have long recognized the significance of preserving such a storied and symbolic piece of the City's rich history, and the LSM Class of 2015 is delighted to take this on as this year's project.



Ol' Betsy was in service as a frontline apparatus until 1965 or 1966. After that, she was used in parades and public education activities until the mid-1990's. As Station 5 neared completion, arrangements were made to retrieve her from the hanger at the San Marcos Airport and give her a more fitting and prominent home as a static display piece in the bay at the newly constructed station.

The Class of 2015 has already hosted two successful fundraisers including the sale of raffle tickets as well as a barbeque sale. Their next fundraising endeavor will include a "Roast" of Commissioner Will Conley which will be held on **Friday, June 13th from 6:00-10:00 pm at Dick's Classic Car Garage**. If anyone is interested in sponsoring or attending this event, please contact Teresa Lauderdale at [Teresa.lauderdale@mygrande.com](mailto:Teresa.lauderdale@mygrande.com) or call 512-757-1641. You can also contact Don Moore at [dmoore@sanmarcosrecord.com](mailto:dmoore@sanmarcosrecord.com) or call 512-392-2458.

We look forward to having you join us and support this great cause!

## LSM TO HOST COTTAGE KITCHEN

Calling all Leadership San Marcos Alumni...we need your help!

On **Friday, May 9th**, Leadership San Marcos will once again be hosting Cottage Kitchen from 11:00 am - 1:00 pm at the Charles Cock House Museum (corner of Hopkins Street and C.M. Allen Parkway).

We are looking for volunteers to help serve and cook or to give a monetary donation to help pay for the supplies.

Our menu:

Chicken & Spinach Enchiladas  
Almond & Mandarin Garden Salad  
Chips & Salsa  
Vary of Desserts  
Iced tea, water or coffee  
ALL for \$7



To sign up to volunteer or make a donation please email [mollyann.garcia@gmail.com](mailto:mollyann.garcia@gmail.com) or call 512-787-1018.

All proceeds go to the Heritage Association of San Marcos for beautification and preservation activities.

## RECRUITING NEW LEADERS

The time is now to “think” referrals for the next Leadership Class. Who do you know? Who do you think could contribute to or benefit from our program? Perhaps friends, business colleagues, church peers, neighbors, social acquaintances that could bring their talent to the next class of Leadership. It is now a two year commitment which means the new class will graduate in 2016. During the first year, class members will attend training sessions and presentations, and work on the class project. During the second year, the class will facilitate the training sessions themselves, applying what was learned during the first year.

The Selection Committee, under the leadership of Jeremiah Pizaña, kindly asks all alumni to submit at least one referral each. The Selection Committee will send out letters to candidates with all the information needed to be submitted for a complete application packet. Awareness of and enthusiasm for the Leadership Program by each of us is the key to this program’s continued success. Remember, our mission is to identify, inform, educate, and motivate for the improvement of the San Marcos community. “You are Leadership San Marcos!”

The Selection Committee will be reviewing applications in June and hope to have all candidate interviews completed by June 30, 2014. You may send your referrals to anyone on the committee. **Applications will be accepted until June 1<sup>st</sup>, 2014.** Thank you for your support and consideration.

### SELECTION COMMITTEE FOR THE GRADUATING CLASS OF 2016

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## THE 2014-2015 LSM BOARD OF DIRECTORS

President  
Secretary  
Treasurer  
Events Coordinator  
Public Relations Chair  
Technology Chair  
Internal Communications  
Membership Development  
Class Selection, 2015  
Class Selection, 2016  
Facilitator Chair  
Facilitator Vice-Chair  
Executive Director\*

Mitsie Benton, Ignite Nutrition associated with Rapid Nutrition  
Karen Wyatt, Blue Sky Mortgage Company  
Dorothy Evans  
Brandee Otto  
Molly Ann Rosas-Garcia, State Farm-Glenn Wier Insurance  
Greg Wurzbach, Grande Communications  
Dannette Elliot, Texas State University-San Marcos  
Jessica Jolly, Central Texas Medical Center  
Jeremiah Pizana, Ozona National Bank  
Bonnie Hughson Cox, Sur-Powr Battery Supply  
Teresa Lauderdale, Grande Communications  
Elizabeth Castaneda, Texas State University-San Marcos  
Rick Bell, McCoy Corporation \* Non-voting position

## WELCOME FROM THE LSM PRESIDENT



Dear LSM Alumni,

I am excited and proud to serve the Class of 2016, the Class of 2015 along with their facilitators, the LSM Board of Directors and the LSM Alumni for the 2014-15 year.

As I have expressed to the Class of 2015 and also at the graduation of the Class of 2014, I have never considered myself as a leader. However, after sitting in meetings feeling as though someone was watching me, I later learned who that someone was. After co-facilitating the class session at the San Marcos High School for the Class of 2012, I made a remark to Rick Bell, our Executive Director, that I needed to leave in order to get to another event in the community. He simply remarked that I was a good leader. I questioned him because I never really considered myself to be a good leader. He then responded that I was a good leader because I led by example.

Since that day, I have contemplated that comment and sincerely believe that a leader should serve as a servant leader. We should not only lead by example, but serve the ones that we lead to assist them in being successful in their endeavors. This is one of my goals this year.

Another goal that I have is the continuance of making Leadership San Marcos a prestigious organization in our community. We need to not only serve one another, but also those in our community... making it a stronger community. We need to learn more about the different organizations and needs of our community. We need to volunteer our time and efforts to growing and keeping San Marcos strong.

I encourage each of you to contact me with any ideas, thoughts, or concerns that you might have. I cannot help address the needs of the Alumni unless it is brought to my attention. I have an open door policy and am open to hearing anything you might have to say. Our next LSM Board Retreat to plan for the upcoming year is slated for Friday, May 23rd, 2014. If there are any items you would like me to add to the agenda please contact me at [mitsiebenton@yahoo.com](mailto:mitsiebenton@yahoo.com).

For those of you that have not been active participants of the Leadership San Marcos program, I do encourage you to plug in and become more active. Without each Alumni member, our program will not be as successful as it can be. Let's join together and make this the best year that Leadership San Marcos has ever experienced.

Your President,

A handwritten signature in black ink that reads "Mitsie Benton".

Mitsie Benton  
President, Leadership San Marcos Board 2014-15  
LSM Class of 2011

## MESSAGE FROM LSM EXECUTIVE DIRECTOR



Greetings Alumni,

In a recent car trip out of state, I encountered something with which I believe we are all familiar, road construction. The first warning told oncoming traffic that the right lane would be closed in six miles. Each ensuing mile repeated the warning. All of us in the oncoming traffic ignored the sign for the first two or three miles, and then gradually we began to merge to the remaining lane. As traffic in the left lane slowed, of course, some continued ahead in the right lane, knowing that they would eventually run out of road and that, sooner or later some kind soul crawling along in the left lane would make room for them. Traffic finally came to a complete halt in the left lane, as the folks in the right lane ultimately took advantage of the kindness of others and gained ground on the folks who had begun a more orderly lane change some time before.

Shortly after this experience I was listening to the radio and heard a story about one of the differences between men and women as high-level negotiators. The part that struck me most was the observation that men, in general, consider a successful negotiation as one in which they “win”, while women, in general, see a successful negotiation as one in which the relationship of the negotiating parties is preserved. I don’t wish to generalize about either men or women in this regard, but I do wish to point out that the work of negotiating may have more than one approach and more than one objective.

In my eyes these two sets of observations are about the same thing, which is how we interact with our colleagues, peers, associates, and friends, and this is relevant to leadership. In the first instance, I can assure you that there were those among the “orderly lane changers” whose efforts to drive friendly were diminished in their own minds by the sense that they were saps who had been taken advantage of, sitting still for half an hour, while others with a less orderly or less friendly inclination moved ahead of them. Similarly, in a negotiation, if one party wins it all, then the other party necessarily loses. Neither situation is conducive to a long term relationship and certainly not to a sense of mutual trust.

In traffic, this may not be particularly important, though leaving a trail of people who feel like saps is probably not the best way to assure that everybody gets home safely. In negotiations, taking it all is a good way to assure that you won’t be welcomed back.

So how about in leadership? The motto of our organization is “finding the leader within”. If leadership is about mutual respect and trust, as we so often hear, then it seems we aspiring leaders would do well to look within, to watch ourselves in action, or better yet, to consider whether we see a position of leadership as a personal achievement, as proof of our superiority, perhaps, or do we see it instead as a way to share accomplishment with others.

Best regards to all,

A handwritten signature in dark ink, appearing to read "Rick Bell". The signature is written in a cursive, slightly slanted style.

Rick Bell  
Executive Director  
LSM Class of 2007

# WHAT MAKES A GREAT LEADER STAND OUT?

*Editor's Note: There are many qualities that differentiate successful leaders. The following article describes some rarities of great leaders who stand out over others and also discusses why it's important to match the right person to the right position. This article is written by Don Dalrymple. Enjoy!*

It's easy to blame bad tools or the working environment... Whatever the excuse, it typically is secondary to the real issue. From my vantage point working with organizations, more projects fail from a lack of leadership than anything else.

Truth be told, an organization will find itself hard-pressed to excel beyond the excellence or deficiency of its leadership. It is known as the "leadership lid." Sometimes when things go wrong, there is a mismatch of talent. The wrong person is in charge of a specific project or venture.

Other times there is a character flaw, a blind spot with the leader. The entrepreneur or manager is in charge, but their ego which powered them to a place of influence can blind them to their weaknesses.

## **Great Leaders Stand Out**

Not everyone can get things done. Not all talent is equal. A leader, though, can drive toward a goal and pull together the resources and people to make it happen.

They are rarities. Here is what differentiates them:

- **They make decisions.** Decisive people stand out. They have conviction about what they believe and are not afraid to fail. It is in stark contrast to most people who either seek consensus or avoid responsibility.
- **They are action-oriented.** You will see a pattern and systems of execution. Ideas and dialogue turn quickly into action that is captured quickly and enacted upon.
- **They have clarity.** Most people are walking around in a fog. The person that can see clearly has a gift in the new economy. They can cut through the complexity and distill towards what is important.
- **They inspire.** With clarity and action-orientation, they know what they want and motivate the team around them to follow. Communication and a vision for what is required becomes paramount to align the team.
- **They are about the goal.** Leaders that operate at a high level keep themselves and everyone on the team focused on the goal. There is accountability that is both consistent and focused.

While most people are managing to avoid failure and engaging in politics for their self-preservation, leaders that get things done take risk and get results.

Perhaps you have projects that require someone that can cut through the complexity. Your most pivotal decision will be to establish who leads. If you are ill-suited, get out of the way. Let it be about the goal, not a personality

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## ALUMNI MEMBERSHIP INFORMATION

Leadership San Marcos provides face-to-face contact with peers from various organizations and industries in the community. Networking advantages through Leadership San Marcos include expanding your resources, keeping abreast of new developments, learning about other businesses and industries and making new business contacts.

If you are not already an alumni member, please plan to send your dues in today! Membership only costs \$50 per year and we will gladly provide a receipt. Not only will your dues go towards promoting and enhancing the Leadership San Marcos program, your membership is a great way to stay involved in community events and be a part of great networking opportunities!

**NOTE:** LSM has implemented a PayPal account for renewals and donations! On the LSM homepage at [www.leadershipsanmarcos.com](http://www.leadershipsanmarcos.com), you will find a large yellow "Donate" button for convenient online payment of dues, project donations, or any contributions (as seen below). The PayPal interface provides a comment field so you can specify the purpose for your payment.



In addition, you can also contact any of the 2014-2015 LSM Board of Directors to pay your dues or send them to P.O. Box 1144, San Marcos, TX 78667-1144. If you mail in your dues, please include the invoice or indicate in the memo line of the check that you are submitting your "alumni dues."

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## FEEDBACK WELCOME!

The Board of Directors welcomes your ideas and feedback so that we can continue to provide an invaluable experience for all members of Leadership San Marcos. We take your input very seriously and will strive to meet your needs as we develop class programs, enrichment lunches, and other activities that will not only capture your interest as alumni or class members, but also continue to spark the interest of future leaders in joining our distinguished group.

You may contact our Board President, Mitsie Benton, via email at [leadershipsm@grandecom.net](mailto:leadershipsm@grandecom.net), or any member of the Board of Directors, to offer your ideas, comments, or concerns. You are also always welcomed to send your thoughts and comments to the Board at P.O. Box 1144, San Marcos, TX 78667-1144.

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\*Please submit feedback regarding the newsletter to [leadershipsm@grandecom.net](mailto:leadershipsm@grandecom.net).