



In the News...

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LSM CLASS OF 2015- ROAST FOR COMMISSIONER WILL CONLEY

The LSM Class of 2015 hosted a fundraising event for their class project on June 13th at the Dick's Classic Car Garage. There were several LSM Alumni, city officials, college professors and others attended this roast. The LSM Class of 2015 received a good portion of their funding for their project from this fundraiser. Thank you to everyone who supported the event and the class's fundraising efforts. Stay tuned for more updates on this incredible class project!



MARK YOUR CALENDARS

- July 15** — Regular Board Meeting
- August 12**— Regular Board Meeting
- August 19th** — Kick-Off Event, venue to be determined
- September 9**— Session One
- September 16**— Regular Board Meeting



Mission of Leadership San Marcos
To identify, inform, educate, and motivate individuals to participate in programs and activities that will improve the San Marcos community.

LSM CLASS OF 2015- ROAST FOR COMMISSIONER WILL CONLEY



LSM CLASS OF 2016 TO BE INTRODUCED AT KICK-OFF EVENT

Jeremiah Pizana and the Selection Committee have put in a tremendous amount of effort planning, organizing, interviewing and selecting the LSM Class of 2016. We have a wonderful group of class members representing various backgrounds, professions, personalities and talents. We are very excited about the upcoming year and look forward to introducing the new class at the Kick-Off Event which will be held Tuesday, August 19th.

Please mark August 19th on your calendars now and plan on supporting our new group of community leaders and welcoming them into our leadership family. We look forward to seeing you all there!



*Save the Date!!
Leadership San Marcos
Kick-Off Celebration
Introducing the Class of 2016
Venue To Be Determined
Tuesday, August 19th*

THE 2014-2015 LSM BOARD OF DIRECTORS

President	Mitsie Benton, Ignite Nutrition Associated w/Rapid Nutri.
President-Elect	MollyAnn Garcia, State Farm
Secretary	Karen Wyatt, Blue Sky Mortgage
Treasurer	Dorothy Evans, Community Volunteer
Events Coordinator	Brandee Otto, Community Volunteer
Public Relations	Jeff Caldwell, MWM Design group
Technology	Greg Wurzbach, Grande Communications
Internal Communications	Dannette Elliot, Texas State University
Alumni Development	Jessica Jolly, Central Texas Medical Center
Class Selection, 2016	Jeremiah Pizana, Ozona National Bank
Class Selection, 2017	Bonnie Hughson, Sur-Pwr Battery
Facilitator Co-Chair	Liz Castaneda, Texas State University
Facilitator Co-Chair	Teresa Lauderdale, Grande Communications
Executive Director*	Rick Bell, McCoy Corporation

* Non-voting chair position

MESSAGE FROM THE PRESIDENT

We are what we repeatedly do. Excellence, therefore, is not an act but a habit.

— Aristotle

You start off the day with the best intentions - but then life happens. One of the kids is sick, the train blocked your road to work, the boss asks you to work overtime, or any one of a hundred other surprises that can really wreck your day. Before you know it, your plan is in trouble and your prospects for "sticking to it" aren't looking very good. In fact, things are probably going to get worse as the day goes on. By the end of the day, you have no energy left for family, and the task of preparing a newsletter feels like a big burden when what you really want is a break. Something has to give.

Consistency matters. You don't have to be an expert to figure out that consistency is pretty essential to successfully change your life, your health, and your business. You see what we do consistently leads to small wins and these small wins over time lead to bigger wins. Motivation is great, but it is our consistent behaviors that will keep us consistently progressing towards our goals and towards life success.

Never tell yourself "I'm not motivated." That's not the real problem. Telling yourself that you lack motivation is just a way of denying that you really do have a choice. It just means that you want two different and opposing things, and you have to make a decision. It makes the problem seem mysterious and out of your control, and it makes you feel less powerful than you really are, because you lack something (the motivation) you need. In the long run you'll do better if you acknowledge that the choice is yours to make. Being consistent does not mean being perfect. There are going to be days when you decide to do something other than stick to your business plan, or finishing that project, and that's fine.

If you create an act, you create a habit. If you create a habit, you create a character. If you create a character, you create a destiny.

— Andre Maurois

The key to long term consistency is building momentum. The hardest part is always getting things started. But once you're moving, staying in motion and picking up speed becomes a lot easier. Build momentum one step at a time. It's never easy to change old habits or start new routines. Studies show that it takes anywhere from 21 to 40 days to really turn a new behavior into a persistent habit. And during that time, you're going to have to work at it pretty diligently—even when you don't feel like it. Consistency is the difference between failure and success.

E.M. Gray said, "The successful person has the habit of doing the things failures don't like to do. They don't like doing them either necessarily. But their disliking is subordinated to the strength of their purpose"

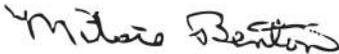
I challenge you to break your big life goals down into smaller bite size, pardon the pun, goals. By breaking larger goals down into small time bound goals you will achieve positive forward momentum which leads to achieving your larger goals. These little adaptations to your normal behavior will help you reach your goals.

MESSAGE FROM THE PRESIDENT CONT'D

Because life is unpredictable and complicated, you need to have plan B ready—even before you actually need it. Plan B is an alternative way to stay consistent with your goals when your regular routine (or something else) doesn't work out as planned. Obviously, you can't foresee every single problem that might come up. Establish a plan. People want and expect consistency. An effective leader creates and communicates a comprehensive strategic plan so subordinates understand how he/she wants to conduct business. When people experience inconsistency, they tend to question what went wrong. Organize project teams to figure out why processes fail. Persuade employees to achieve process improvement targets. Show them examples of other companies that improved productivity. This motivates them to conform to industry standards and take pride in excelling in their work. Achieving goals is possible, but not without some work, some action, some determination and perseverance. Here's the thing. Achieving goals takes far more than motivation. Action is required and that action requires consistency. Implement programs, tools and techniques to reduce tension and promote productivity. Subconsciously, people try to make sense of their surroundings; thus, point out discrepancies to workers and empower them to solve problems.

We all have good intentions, we all want to be motivated, to wake up in the morning to jump out of bed and get and to do all the things we know we should be doing. Choose to build and maintain consistency in your life. Consistency matters. Our success in life depends on the choices we make every day.

Your President,



Mitsie Benton, President
Leadership San Marcos
Class 2011

MESSAGE FROM LSM EXECUTIVE DIRECTOR



Greetings Alumni,

Summer time is a sort of “spring training” for Leadership San Marcos, as the new Board gets to figure out what’s important and how they can work together on it, whatever it may be, and the new class is being interviewed by Jeremiah Pizaña and the Selection Committee, and Brandee Otto is already planning for the Kickoff, where we’ll introduce a new class to one another and to you, the Alumni, and Teresa Lauderdale and Liz Castaneda are hard at work on the early sessions of next year’s program, so it will be ready for the new class. It’s a time of aspiration and possibility.

We’ve been receiving dues payments from Alumni for the new fiscal year, both in the mail, and through PayPal. I thank those who have done so for their support, and for being timely. Jessica Jolly will be sending each of you a more personal thank you, and you’ll see in her accompanying article in this issue some of the ways in which your dues are applied through our operating budget. To say that your dues are important to the continued operation of LSM would be a serious understatement. But your support can be expressed in other ways as well, through attendance at mixers and enrichment events, and by showing up at scheduled class sessions, or even by offering to provide testimonials to the current class about the impact LSM may have had on your personal or professional growth and involvement in the community. It may not have occurred to you, but you, our Alumni, are the “upper-classmen” and “upper-classwomen” to the members of our new class. What you have to say to them about the value of LSM matters very much.

Each year we have informal discussions among the Board regarding the “value-proposition” we offer in exchange for alumni dues. It’s good that we have these discussions, because it forces us to consider what our purpose is, and how we deliver value to the alumni and the community. But I confess that I personally am often at a loss when I try to justify our solicitation of dues in a context of what we can offer in exchange. I think that’s because I’ve always seen Leadership San Marcos as an opportunity to give something rather than receive something. That’s why I signed up in 2006 and that’s why I’ve served on the Board every year since. My dues permit me to serve in an organization that has prestige in the community because it meets a need. The need is a sort of basic training for those, and there are many, who wish to contribute to the community, but don’t know where or how to get started.

Many of our graduates have served in elected and appointed positions within the community, after getting a sense of where they might best contribute or serve. We helped these folks find a footing, and because our activities serve to benefit the community, we are granted the privileged status of “non-profit”. Each of us might take that to heart, understanding that an expectation of personal profit or gain is inconsistent with the overall purpose of our organization, which is, at rock bottom, all about service to others.

Best regards to all,

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

Rick Bell
Executive Director
LSM Class of 2007

A Message from LSM Membership Development Chair

Dear Leadership San Marcos Members,

Since the late 1980's, the Alumni Association has been dedicated to a common goal of promoting and enhancing the Leadership San Marcos program. It is through the financial and moral support of our Alumni that this program continues to flourish and grow in recognition. Each year, the program offers eight full-day sessions where participants explore the essentials of leadership and study the past, present and future needs of this community. Leadership San Marcos not only strengthens the civic knowledge and leadership skills of its' participants, but the organization also makes noticeable differences in the community through class projects. Some of the most recent projects have been the San Marcos River Unity Themed Mosaic Tile Mural; the New Illuminated Sign for the LBJ Museum of San Marcos; and the current class project of restoring Old Betsy, a 1926 American La France Pumper Fire Truck.

In addition to supporting the class sessions, future community projects, and the Leadership San Marcos scholarship program, membership in the Alumni Association is also a great way to stay involved in networking opportunities throughout the year such as enrichment lunches, mixers and the annual kick-off and graduation events. These are great opportunities for expanding your resources, keeping abreast of new developments and building relationships with other members of our Leadership San Marcos family.

If you are not already an Alumni member, please consider joining this distinguished group of individuals who are committed to cultivating leaders and enriching the San Marcos community. Membership cost \$50 per year, and we kindly ask that dues are paid by July 23rd, 2014.

Leadership San Marcos has implemented a PayPal account for renewals and donations. On the homepage at www.leadershipsanmarcos.com, you will find a large yellow "Donate" button for convenient online payment of dues, project donations or any other contributions. The PayPal interface provides a comment field so you can specify the purpose of 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."

On behalf of the Board of Directors, thank you for your consideration. It is through the commitment and dedication of our Alumni that we continue to successfully fulfill the Leadership San Marcos mission to identify, inform, educate, and motivate individuals to participate in programs and activities that will improve the San Marcos community.

Sincerely,



Jessica Jolly
Membership Development Chair, 2014-2015
Class of 2011

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, 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.



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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, Mark Newton, via email at 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.