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MARK YOUR CALENDARS

August 12— Regular Board Meeting

August 19th — Kick-Off Event,
McCoy's Headquarters Atrium

September 9— Session One

September 16— Regular Board Meeting

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

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 plan on supporting our new group of community leaders and welcoming them into our leadership family. We look forward to seeing you all there!



Come Join us in **WELCOMING** the
Leadership San Marcos Class of 2016
August 19th 6:00-8:00pm

Located at **McCoy's Headquarters Atrium**
1350 Interstate 35 Frontage Rd, San Marcos, TX 78666
Fajitas an' fixins, drinks-spirits and dessert will be served

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.

A look Back at Last Year's LSM Kick-Off Event.



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	Lisa V. Tanksley, ColorMix Graphics & Printing
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

July 2014 LSM Newsletter Message from the President

First of all, I want to thank the Leadership San Marcos Alumni for renewing their membership dues for 2014-15 so that our program can continue growing leaders in our community. Secondly, I want to thank Jeremiah Pizana, Ozona Bank, 2016 Selection Committee Chair, and the Selection Committee comprising of Bonnie Hughson Cox, Sur-Pwr Batteries, Greg Wurzbach, Grande Communications, Lisa Tanksley, Color Mix Graphics, and Karl Kuhlman, Asst. Chief San Marcos Fire Department for a job well done. Jeremiah did an outstanding job organizing the selection procedures expectations, and information for the Leadership San Marcos Program. Hats off to you. And finally, some of the excerpts in this article are paraphrased from the Leadercast 2014 presentation that I found worthy of sharing with you.

Many want to become a member of the Leadership San Marcos Program thinking they will take Leadership 101 as a step-by-step process on becoming a leader. Instead, we present programs that get one involved not only establishing themselves as better leaders but also as a unified strength that enhances our community.

Leadership is what happens when you look beyond yourself and into the lives of those you lead. In other words leadership is when you go beyond you. An example from one of the Leadercast courses states that, “a successful leader is selfless and humble, one that puts your team before yourself, one that leaves a lasting impact. Leadership will never be measured by what one person is able to accomplish as a result of his or her talents and abilities alone. It cannot be as the word leadership implies the existence of others. After all, without followers there are not any leaders.”

Unfortunately our society has defined leadership as self-serving. To some it is being in charge, managing a team, and giving orders. To others, it is dazzling as a star, being popular, getting the credit, and earning the highest paycheck. Too many leaders live for the next promotion or the next raise. They take all the credit.

You should strive to be the leader that sacrifices, whether it be money, status, or notoriety, because someone else needs or deserves it. You desire to give generously, serve endlessly, and lead humbly. At the core, it is not about you. It is about them; the ones you're leading. Other lives are made better because of your presence.

MESSAGE FROM THE PRESIDENT CONT'D

As Simon Sinek, a popular author who discovered some remarkable patterns in how leaders think, act and communicate said, "Leadership is neither a rank nor title. It is a choice. It is a choice to provide care and protection for those for whom we are responsible." It is up to you to steward this position well, too look into the future and declare "I will be this type of leader. I will live for others, not by myself. I will make the life of those around me better. I will give myself away."

What kind of leader do you strive to be? What legacy do you desire to leave behind for those that are to become leaders? You must not only inspire others but also give them the tools to reach their leadership goals. I will leave you with the words on true leadership from the late revered statesman, Nelson Mandela, "What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead."

Your President,



Mitsie Benton, President
Leadership San Marcos
Class 2011



MESSAGE FROM LSM EXECUTIVE DIRECTOR



Greetings Alumni,

The Class of 2016 has now been selected by Jeremiah Pizaña and Selection Committee and Lisa Tanksley is busy planning the Kickoff Event, scheduled for 6:00 pm on August 19th at McCoy's Headquarters. This is an opportunity to meet and welcome the newest class of San Marcos's future leaders, though, as always, some of them already fit that description. Those of us on the Board look forward to the Kickoff, where we get to put faces to the names and resumes we've already seen. Please come join us on August 19th.

The Class of 2015 continues to work toward their fundraising goal on the project to restore Ol' Betsy, in partnership with the San Marcos Fire Department. The work has already begun and we are all looking forward to the successful completion of this project in the coming months. Teresa Lauderdale and Don Moore are a couple of the main "drivers" of this project and I want to recognize them here for their tenacity in keeping the project on track and on schedule. I know they would appreciate any support that any alum might care to offer. Teresa and Liz Castaneda, as Facilitator Co-chairs, have been working overtime with their classmates to develop the session agendas, and we want to thank them both for their hard and sometimes thankless work in preparing the new folks we'll be introducing at the Kickoff.

As we head into the new program, as I do each year, I reflect on the nature of leadership, as we envision it and as we practice it. Some years ago, before my involvement with LSM, I managed an accounting function that impacted every employee in the company, and when the job seemed most unappreciated, I found an illuminating motto:

We are here to serve others. What the others are here for, I cannot say.

As I trained and mentored my eventual replacement, the two of us found the mordant humor of that statement somehow comforting. We knew that both parts of the statement were unquestionably true. The first kept us on task; the second reminded us that we weren't there to be recognized, lauded, or even thanked. Our corporate culture has changed considerably over the years, and recognition and appreciation are now the norm, rather than the exception.

In the wider world, I find that is not the case, and the motto from so many years ago remains a useful one. As we attempt to develop tomorrow's leaders, and as we assist one another in our own journeys, we would all do well to remember that our efforts at leadership require those others, and what they are there for is to watch us, to test us, sometimes to resist us, often to misunderstand us, and sometimes, when we get it right, to follow us. Most importantly, they are there for us to respect, always, for without those others, we are not leaders at all.

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

Don't Fall In To These Leadership Traps In 2014

I have been a proponent of the importance of [leaders](#) developing strengths as a means to improve toward excellence. After all, the best leaders are characterized by the presence of strengths, not the absence of weakness. That concept is illustrated in the article I coauthored for Harvard [Business Review](#), called [Making Yourself Indispensable](#). While it is clearly the path to developing the traits that allow a leader to stand out as remarkable, there are times when leaders need to address their areas of weakness. Some call these “derailleurs”, others call them “fatal flaws”, and still others, euphemistically, refer to them as “opportunities.” By any name, when those weaknesses overshadow a person’s strength, they have to be dealt with.

In my experience reviewing the data in thousands of 360-degree feedback instruments and consulting with senior leaders, these are the biggest traps that render them ineffective.

1. They are lousy role models. Leaders must be the exemplars of behaviors that are valued by any organization. They need to walk their talk and need to talk their walk. That is, they need to behave consistently with the standards set forth and actively support those standards verbally, combining actions and expressions to reinforce the desired actions.
2. They have poor interpersonal skills. We have all experienced leaders that are brilliant technically, or who possess incredible strategic thinking ability but who are abrasive, rude, and harsh to work with. As a result, they create a negative environment that stifles creativity. In other cases, a leader may simply lack any emotional engagement with others, and have simply transactional relationships. In my executive coaching work, this is by far the most common reason I get called.
3. They neglect the development of bench strength. Coaching, mentoring and developing others are the key areas of competence, when it comes to battling the inevitable attrition that occurs in a majority of organizations. When leaders fail to prioritize staff development, it not only hurts the future of the organization, it creates disengagement among individuals as they feel they are not being invested in.
4. They are closed-minded. These leaders have their way of doing things, (most often the way things have always been done,) and they are not interested in new ideas. In fact, they actively shut down suggestions from others and smother innovation. They reject even exploring new ideas on the basis that they know best.

5. They lack positive energy. Not to mention the harmful influence of negative energy. Even in a neutral state, a leader who is too often phlegmatic can come across as apathetic. No leader can be expected to hold elevated levels of enthusiasm at all times, but at least part of the time, people expect to see passion and even a little fire. The implication of this lack of positive energy is low levels of engagement for those who are lead.

6. They build silos. Collaboration, teamwork, and shared goals are more and more required for success in organizations. One of my clients is fond of saying that the profit dollars for the business “falls through the cracks between the silos.” Leaders who don’t take into account their influence on others, and think only of what their team needs, are too often, not acting in the best interest of the whole organization.

7. They fail to paint a compelling picture of the future. Few employees are motivated by the completion of tasks alone. Most want to understand their part in making the vision of the organization come to life. Providing clear strategy and direction for employees, is one of the critical success factors for leaders. Without it, individuals become mired in tasks and adrift from the mission.

Each of us needs to excel by leveraging our natural strengths and abilities. Peter Drucker pointed this out in *The Effective Executive* over 40 years ago, and that body of work continues to evolve today. But we also need to be mindful of avoiding these [leadership](#) traps. Your success will be determined by it!

[Scott Edinger](#), Contributor



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.



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."

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.