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MARK YOUR CALENDARS

January 14– Session Five:
Business & Manufacturing

January 15– LBJ Sign Lighting

January 28– Regular Board
Meeting

February 10– Session Six:
Economic Outlook

February 25– Regular Board
Meeting

The LSM Class of 2015 recently participated in their third and fourth class sessions which focused on education and government and public safety. Session Three was held on Tuesday, November 12th and provided the class with a comprehensive overview of the various opportunities for education in San Marcos. Session Four was held on Tuesday, December 10th and was based around a “mock shooting.” It was an action packed day and a great way to conclude the mid-point of the LSM year.

LSM CLASS OF 2015 SESSION THREE



The LSM Class of 2015 is pictured here during their third session which focused on education in San Marcos.

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.

SESSION THREE– EDUCATION

By Judy Johnson & Diana Baker

On Tuesday, November 12th, the LSM Class of 2015 enjoyed learning about one of the primary industries in San Marcos, education. They started the morning out with breakfast that was provided by the San Marcos Academy.



The class spent the morning learning about educational alternatives available to our community through private schools. They began their study at the Baptist Academy. The class was taken on a tour of the facility, and Shelley Henry, the Director of Admissions, shared the history of the Academy. Upon returning to the conference room, they spent some time learning about the offerings of the privately funded schools here in San Marcos. Joe Lunz from Hill Country Christian School began the presentation. Hill Country is a Christian based school engaging students in learning from K- 12th grade. There are approximately 150 students in attendance. Wonderland was represented by Jim Fife who took over the school in 1995 from his mother who opened the school in 1965. There are approximately 200 students in attendance from K-6th grade Brian Gunther presented on The Masters School which was founded in 1993 and offers academic opportunities within a Christian environment to children in K-8th grade. Shelly Henry further educated the class on the Academy and their offerings as opposed to regular private schools. They offer the option of boarding or day school for children from 7th -12th grade.

After a quick break, the public sector panel discussed the future goals and past problems of the SMCISD. The discussion was led by Mark Eads, SMCISD Superintendent, Connie Bagley, teacher of the year and Richard Duvall, Assistant Principal from Goodnight Middle School. The class then enjoyed lunch sponsored by the San Marcos Chamber of Commerce before they jetted off to the San Marcos High School for the remainder of the afternoon.



At the San Marcos High School, the class enjoyed a tour of the large and unblemished campus. Once going to the classroom to finish up the day, the class was treated to delicious cookies baked by the Culinary Class. A panel of High School students greeted the LSM class and expounded on why they liked going to SMHS and why the programs offered by the school gave them an advantage upon graduation.

The afternoon was topped off with a lively discussion with Perry Moore and Don Brown from Texas State University. The future of higher education and the direction to which Texas State is headed was discussed and elaborated on with the enthusiastic panel. Judy Mitchell from the Phoenix School told the class about a program that works closely with the high school to help those students that are not readily engaged in learning on a regular schedule.

The day concluded with Greg Shimosa and JeriLynn from Gary Job Corp explaining yet another alternative for those that are not classroom scholars. The Gary Job Corp offers career opportunities and GED classes to those ages 18-24 who might not otherwise advance on their own.

Thank you to all speakers, sponsors and class facilitators for making this day unforgettable!

SESSION FOUR– GOVERNMENT & PUBLIC SAFETY

By Karen Wyatt, Facilitator Chair

Session Four proved to be not only exciting but filled with information. The entire day was based around a "mock shooting". The class got to witness an Active Shooter Scenario at the Alert Center after listening to a panel of law enforcement and EMS representatives. This led us to the jail where everyone got to see firsthand the process an "arrestee" goes through from booking to incarceration. After a delicious lunch (courtesy of our local jail), our "criminal" got to stand trial in front of Judge Linda Rodriguez. The class got to participate in seeing how a trial progresses, and some of the classmates even got to serve as witnesses. Sadly, I think our criminal was bound for prison by the end of the session...



To wrap up the day, the class got to hear from County Commissioner Will Conley and our Assistant City Manager as to some of the topics they have been working on throughout the city and county.



A special thanks to Karl Kuhlman and Daniel Benitez for making this a truly unforgettable day. Thank you also to all of the speakers and sponsors!



CLASS OF 2014 PROJECT UPDATE- LBJ MUSEUM SIGN

The Leadership San Marcos Class of 2014 will proudly fire up and dedicate a new lighted sign for the LBJ Museum on January 12th, at 5:00 p.m. in front of the museum, weather permitting. In case of inclement weather, the celebration will be held inside the museum.



The Class of 2014 chose to bring light to the historic square and the museum dedicated to the memory of America's 36th president, Lyndon Baines Johnson. Before he became president, Johnson worked tirelessly as a U.S. Congressman to bring electricity and lights to the Texas Hill Country in the 1930's. As president, Johnson's domestic legacy includes Medicare and Medicaid, the Civil Rights Act, public broadcasting, urban and rural development, aid to education and the arts (National Endowment for the Humanities and Arts), the Job Corps (including Gary Job Corps), to name a few programs still impacting our lives on a daily basis. The late Bob Hardesty, former Texas State University president, served as Johnson's speechwriter during Johnson's presidency.

As Johnson brought lights to Central Texas, this sign, designed by local artist Jay Gordon of famed Blackout Signs, will bring light to the LBJ Museum. The unveiling comes just before the dedication of the Crossroads Memorial project that will permanently honor LBJ and Martin Luther King at America's only intersection of streets named after these history-making men.

We hope you can join us for this memorable dedication!

THE 2013-2014 LSM BOARD OF DIRECTORS

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MESSAGE FROM LSM EXECUTIVE DIRECTOR



Season's Greetings,

With the holidays upon us and the turning of the New Year due any minute now, we are at the half-way point in this year's program, with four sessions down and only four to go. The Class of 2014 project is nearly ready to deliver and dedicate, and the Class of 2015 has developed a couple of excellent proposals for their class project. The LSM Board of Directors is turning its attention to the future with planning for the annual meeting, graduation, and next year's selection at the top of the agenda. At this point each year it becomes apparent that time waits for no one.

And yet, this time of the year presents more distractions, interruptions, and fresh obligations than any other, all competing with our "normal" commitments. Did I just hear someone say "stress"?

In all the discussions of leadership traits that I've overheard or participated in over the past few years, the one trait that I've rarely heard mentioned is a sense of humor. This holiday season I'd like to offer it up, as a reminder I suppose, that all our most earnest efforts, our best-laid plans, our best intentions, our most diligent time-management, and our most brilliant strategic devices are likely to produce outcomes we failed to anticipate, and the best way to deal with it is humor. Paradoxically, the less we obsess on maintaining our cherished dignity, the more likely we are to retain it. Around our house, we have an expression: In a hundred years, none of this will matter to anyone. It helps us maintain perspective.

I hope that all of you find true joy this holiday season, with all its impossible deadlines, tight travel schedules, multiple changes of plan, difficult relatives, and inconveniences of all types. With the New Year's arrival there will be plenty of time to make the world a better place. Now is the time to savor it as it is, in the company of those with whom you are sharing it. As Carly Simon (Google the name if you need to) told us many years ago, "these are the good old days". They'll be gone all too soon, so don't miss them.

Merry Christmas, and Happy New Year.

Best regards to all,

A handwritten signature in blue ink that reads "Rick Bell". The signature is written in a cursive, slightly slanted style.

Rick Bell
Executive Director
LSM Class of 2007



LEADERSHIP CHARACTER: THE ROLE OF SELFLESSNESS

Editor's Note: This article is the third-part of a six-part series written by West Point's Col. Eric Kail who is an Army field artillery officer who has commanded at the company and battalion levels. He is the course director of military leadership at the U.S. Military Academy at West Point and holds a PhD in organizational psychology. Each part of his series focuses on the importance of a particular facet of leadership, and over the course of the next several months, I will share one of his articles in the LSM newsletter. The article below is the third-part of the series and is on the role of selflessness in leadership. Enjoy!

We've all had leaders who are really taken with their image in the mirror, so impressed by the power and influence they seemingly wield. They're the center of attention, and pleasing them becomes the focus of all our efforts. It's easy for us to notice their selfishness as they push the people in our organizations to increase the bottom line. And yet they're often unaware of just how easily we see through their shallow veneer.

But speaking of mirrors, let's turn them on ourselves. The truth is that those we lead see through *our* facades just as easily as we see through the facades of those above us. So often we forget to serve those we lead and digress to forcing performance from them.

No one wants a weak leader, and no one should have to tolerate one. Selflessness is all about strength, and it's not for the faint of heart. Weakness, on the other hand, takes the path of least resistance; and as humans, that means being selfish — wanting all the credit and none of the blame. Real strength is measured by what we enable our followers to accomplish through our service to them, not by the pressure of our grip and the weight of our demands. Attempting to demonstrate just how strong our powers of authority are as leaders is the quickest path to confirming our weakness.

One of the best leaders I've had the privilege to follow once told me: "To lead is to serve; nothing more, nothing less." His first concern was for how he could help those doing the most critical work of the day. He suffered no fools either, and yet he was not the focus of my accountability as a subordinate leader. Together we served those we led, and he always made clear that those following us deserve our very best.

It takes heart and soul to lead in a manner worthy of the respect of your followers. You need to be out front where the action is — not doing everyone else's job or micro-managing, but learning what the people of your organization really need from you. And when you ask them what you can do for them, make sure you are listening instead of waiting to talk. Shoulder the heaviest burden first and set it down last: that's how you'll become a leader worth listening to. Being selfless is one of the hardest things you'll ever do as a leader, and it requires competence. We kid ourselves when we refer to "tough calls" as administrative actions we do from the comfort of an office chair. We make truly tough calls when we place ourselves in the direct line of sight of our organizations and ask ourselves, "Am I asking them to do something I'm unwilling to do?"

Selfish leaders generally fear two things. First, that they'll be exposed as incompetent. And second, that by their unwillingness to make the same sacrifices they demand of others, everyone will recognize them as an imposter and not a leader. Motivation from intimidation is a sure sign of insecurity and fear from leaders who, deep down, know they owe their followers more resources and less pressure.

Demand the respect of others and it will slip through your hands like water, where the harder you squeeze the faster it fades. But set your heart, mind and hands to selflessly serving those you lead, and their respect and admiration will endure. Look hard at whether your followers' loyalty to you is because of what you can do *for* them or *to* them. Selfless leaders get their egos out of the way in order to focus on the mission and those who accomplish it. Selfish leaders want their personal pride stroked by intimidating others and feeling important.

As leaders, we hold others — especially subordinate leaders — accountable. And yet we must be even more accountable to them. If you start to hear yourself say "I've already done that" or "that's below my pay grade," you've probably started to believe that others are there to serve you. Without regulation, we're all vulnerable to leading selfishly. So first, be transparent with your own followers that you're there to serve; and then, help others acknowledge the unrealistic fears at the root of their own selfish behaviors.

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 2012-2013 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.