

## In the News...

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### MARK YOUR CALENDARS

**April 8–** Session Eight: Case Study, Facilitator Selection, Recap of Classes

**April 15–** Deadline for Scholarship Applications

**April 22–** Regular Board Meeting

**April 24 –** Class of 2014 Graduation & Annual Meeting

## *Class of 2014 Graduation & Annual Meeting*



It is with great pleasure to announce that the graduation for the Leadership San Marcos Class of 2014 will be held Thursday, April 24th at the Price Senior's Center beginning at 6:00 p.m. We encourage all alumni and current class members to show support for the Class of 2014 and celebrate their dedication and commitment to the LSM program.

In addition to the Class of 2014 Graduation, we will also be holding our Annual Meeting. We encourage you all to come and participate in the fun-filled evening!

## SCHOLARSHIP APPLICATION DEADLINE

Leadership San Marcos is committed to providing resources for tomorrow's leaders including scholarships for graduating seniors. Please visit [www.leadershipsanmarcos.com](http://www.leadershipsanmarcos.com) and click on the Scholarship Application tab to view eligibility requirements and the scholarship application form. **The deadline for submitting applications is Tuesday, April 15th.** Please send completed applications to [leadershipsm@grandecom.net](mailto:leadershipsm@grandecom.net) or mail to P.O. Box 1144, San Marcos, TX 78667-1144.

### 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 SIX – ECONOMIC DEVELOPMENT & TOURISM

On February 11th, the LSM Class of 2015 met at Candlewood Suites for Session Six which focused on Economic Development & Tourism in San Marcos. The first panel discussion of the morning consisted of Rebecca Ybarra-Ramirez, Director of San Marcos Convention & Visitor's Bureau; Vic Patel, General Manger of Country Inns & Suites by Carlson; Celena McGuill, Director of Marketing & Business Development for San Marcos Premium Outlets;



Pictured above is Dr. Beverly Chiodo with Texas State University. She has been called the "Doctor of Encouragement" and is pictured here presenting to the class.

Katy Venable, Assistant Director of Marketing & Business Development for San Marcos Premium Outlets; Kevin Burke, Economic & Development Coordinator for City of San Marcos and a representative from the City of San Marcos Community Services. Following this very interactive and engaging panel discussion was a presentation by Dr. Beverly Chiodo on "Character Driven Success." Dr. Chiodo, from Texas State University, is an LSM favorite who delivered another amazing presentation.

After lunch, which was sponsored by Chick-Fil-A, was the afternoon panel which focused on "Economic Development & Attracting Business." This panel discussion consisted of Kristy Stark, Assistant Director of Planning & Development Services for City of San Marcos; Samantha Armbruster, Main Street Program Manager with City of San Marcos; Carter Morris, Commercial Realtor/Broker with Century 21 Randall Morris & Associates; Mike Kamerlander with the Greater San Marcos Partnership; Brian Bondy, President of San Marcos Area Chamber of Commerce and Kevin Burke, Economic & Development Coordinator with City of San Marcos.

After traveling to Texas State, the class was given a tour of the Advanced Functional Materials Research Service Center by Dr. Thomas Myers, Assistant Dean of Science & Engineering. Following an afternoon break and snack sponsored by Sur-Powr Battery Supply, Andrew Cox, Class of 2012, gave a powerful leadership presentation.

Thank you to all panel members, speakers and sponsors for making session six a memorable session!

*... you give a person a precious jewel when you praise a person's character.*

*~Dr. Beverly Chiodo*



## SESSION SEVEN – HEALTHCARE & SOCIAL SERVICES

By Katie Contreras, Facilitator Vice-Chair

Session Seven, Healthcare & Social Services, began at the Greater Youth Council of San Marcos with a panel on “Youth Services” and a tour of the youth shelter. Participating on the panel was Julia Ramsay, Greater San Marcos Youth Council; Melissa Rodriguez, Roxanne’s House and Renee Sample with Victim Services. The class learned of the many different programs offered to families and children in Hays County and several have since found ways to volunteer and lend their expertise to those programs.



Following the panel discussion, the class traveled to Central Texas Medical Center (CTMC) where they were greeted by the San Marcos-Hays County EMS for a special demonstration. The class then enjoyed lunch, which was sponsored by CTMC, and was given a tour of the campus by Clay DeStefano, CTMC Administrative Director of PR/Marketing.

The next panel of the afternoon was on “Family Services” and consisted of Michelle Harper, United Way; Jane Moore, Hays County Food Bank and Elva Gonzales, Hays-Caldwell Women’s Shelter. This panel was followed by a discussion on the “Direction of Healthcare” featuring Sam Huenergardt, CTMC President/CEO; Linda Spacek, Director of Human Resources for City of San Marcos and Chris Alexander, Chief/Director of San Marcos-Hays County EMS. All of the panelists provided great insight into their organizations and also provided the class information on upcoming opportunities to volunteer and serve the members of our community.

Thanks to the San Marcos-Hays County EMS for sponsoring the breaks though out the day as well as all speakers and sponsors. We hope you can join us for the last session on April 8th!



## FEBRUARY LUNCH 'N LEARN- GREATER SAN MARCOS PARTNERSHIP

Adriana Cruz, President of the Greater San Marcos Partnership, was the guest speaker at the February Lunch 'n Learn which was held on Friday, February 28th at Saltgrass Steakhouse. Cruz gave an update on the progress of the Greater San

Marcos Partnership and the upcoming opportunities for our community.

A special thanks to Danny Gonzales, Membership Development Chair, for coordinating the Lunch 'n Learn and to TXI for generously donating the lunch.

Look out for more details for future Lunch 'n Learns in the coming LSM communications. If you have any suggestions or requests, please contact Danny Gonzales at [dgonzales@txi.com](mailto:dgonzales@txi.com).



## The Board of Directors For Leadership San Marcos

INVITES YOU TO JOIN THEM  
FOR THEIR ANNUAL MEETING  
TO CELEBRATE

### THE GRADUATING CLASS OF 2014

THURSDAY  
APRIL 24<sup>TH</sup>, 2014

BUFFET DINNER  
6:00 P.M.

"1910 ROOM"  
Price Seniors Center  
222 W. San Antonio St.  
San Marcos, Texas

COMPLIMENTARY MEAL FOR:  
CLASS OF 2014 MEMBERS, ALUMNI ASSOCIATION MEMBERS  
AND CURRENT CLASS MEMBERS

**\$13.00 FOR EACH NON-MEMBER AND GUEST**

RSVP BY APRIL 16<sup>TH</sup> TO: [Lfestervan@centurytel.net](mailto:Lfestervan@centurytel.net)

**BUSINESS ATTIRE**

## 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 Pizana, 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 2013-2014 LSM BOARD OF DIRECTORS

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President-Elect  
Past President  
Secretary  
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Events Coordinator  
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Membership Development  
Class Selection, 2015  
Class Selection, 2016  
Facilitator Chair  
Facilitator Vice-Chair  
Executive Director\*

Mark Newton, First Baptist Church  
Mitsie Benton, Ignite Nutrition associated with Rapid Nutrition  
Greg Wurzbach, Grande Communications  
Karen Gordon-Sosby, Texas State University-San Marcos  
Olivia Juarez– Reid, Wells Fargo Bank  
Lee Festervan, The Cottage Bed and Breakfast  
Lisa V. Tanksley, ColorMix Graphics  
Jessica Jolly, Central Texas Medical Center  
Danny Gonzales, TXI Hunter Cement  
Johnell Huebner, Clearly Classy Event Planning  
Jeremiah Pizana, Ozona National Bank  
Karen Wyatt, Blue Sky Mortgage Company  
Katie Contreras, Paramedic  
Rick Bell, McCoy Corporation \* Non-voting chair

## MESSAGE FROM LSM EXECUTIVE DIRECTOR



Greetings Alumni,

During my oldest daughter's senior year at SMHS I was asked to serve as President of the JROTC booster club. It was my good fortune that I was joined that year by Dottie Esquivel, a woman who was perhaps one of the most creative and energetic fundraisers I've ever met, and her work was instrumental in our success that year. She was, at the same time modest about her abilities and one day she shared with me one of her guiding principles: *El pone y Dios dispone*.

I was recently reading a selection of Lincoln's writings and found in one of his speeches from 1864 the same expression, in English: Man proposes and God disposes. We are all familiar with other ways to convey the same idea. The best laid plans of mice and men go often astray. The Law of Unintended Consequences. Murphy's Law. No plan survives contact with the enemy. All these acknowledge our poor powers to foretell the future.

Of all the leadership traits that our classes bring up each and every year, prescience has never, to my knowledge, been one of them. Yet one of our expectations, not unreasonable, is that leaders have a plan, that they know how to plan, and that they provide clear, patient, compassionate, empathetic guidance to others in developing and carrying out their plans.

Each year the LSM Board excites consternation among the new class with its requirement that a detailed plan be a part of the class project proposal. What's the point, one might argue, if it is known from the outset that things won't go according to plan?

Planning forces us to make assumptions. It forces us to consider first the scope of our project and what our objective is. We have to consider what resources are needed, how they might be obtained, and how and when they should be brought to bear. We have to consider among our resources the people involved, their relationships to one another, and how they will be employed. We have to take into account the constraints imposed by available time, resources, talent, and the likelihood of various circumstances arising. To suggest just a few examples, what if it rains on the day of a fundraising event? What if a presenter cancels on us? What if we only raise half of our expected funding? Much of the value of planning lies in the mere consideration of these contingencies, to the extent that a contingency plan is considered. What will we do if one, or all, of these things actually happens?

Preparing for unexpected, but possible, alternatives is the best reason to go through the exercise, especially for a group project. I would suggest, however, that an even greater value is the opportunity to understand at a visceral level just what is meant by all those well-known sayings cited above. Until we have been forced to humbly acknowledge the inevitable gap between our expectations and reality, we will never understand that the planning process is of far greater value than the actual plan it produces. *El pone y Dios dispone*.

Best regards to all,

A handwritten signature in blue ink that reads "R/B".

Rick Bell  
Executive Director  
LSM Class of 2007

## LEADERSHIP CHARACTER: THE ROLE OF COLLABORATION

*Editor's Note: This article is the fifth-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. 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 fifth-part of the series and is on the role of collaboration in leadership. Enjoy!*

Check out the biographies from any "who's who" list of the most successful leaders, and you will find an impressive catalog of achievements. That's because most leaders are competitive people driven by challenges; they play to win and usually do.

But in doing so, many leaders overshadow their peers. What would really be impressive is if they had made everyone around them successful as well.

We have a growing problem in leadership today: Many leaders are narcissistic pretenders who selfishly lead their organizations right into the ground because they do not lead collaboratively. These selfish leaders feel threatened by other leaders far too often, so they needlessly miss out on valuable opportunities. Their vision stops at their level of the organization, and it is them and their followers against the world.

Leadership can be lonely, but only if you make it so. We are far less independent than we think we are, and we consistently underestimate the ways other leaders and their organizations influence our plans. Many failed leaders only realize the interactive complexity of their environment when they are victims of it.

The zero-sum game is for short-minded leaders. For those with a long view, collaboration is fundamentally an opportunity, not a threat.

As leaders, we stand on the shoulders of giants. We also serve alongside them every day; we just do not give them the credit they deserve. Increasing our collaboration with other leaders allows us to achieve more than we ever could alone.

It took me 10 years of leading in the Army, and the patient work of two mentors, to understand that my leaders needed me *and* my peers to be successful, not just me. My immaturity kept me from understanding that what I needed from my subordinate leaders was precisely the same as what my leaders needed from me: teamwork.

Once I began sharing good ideas with my peers, three things became very clear. First of all, I was not as smart as I thought I was. My peers often had better ideas than I did. Second, once we stopped hoarding valuable resources and began sharing, we suddenly all had more than we needed. And third, I realized that I enjoyed watching my peers do well, and that taking pride in their accomplishments did not cost me a thing. We could all succeed together.

I often hear from senior leaders, those selecting future executives, that an employee's performance at one level is not necessarily potential for the next. This vexing issue gets worse as the level of responsibility increases.

Leading at the next level requires expanding our view beyond ourselves. As leaders, we need to remove ourselves from the center of the leadership equation and let go of the need to receive the credit we think we so richly deserve. The challenge is to remain hungry for daily excellence without letting our competitive nature run wild.

Do not expect collaboration unless you practice it. You are fooling yourself if you think that you can be magnanimous with your followers while backstabbing your peers. Our subordinate leaders take their cues from us regarding how they should behave with each other. If you have a maverick you are trying to rein in because he or she does not play well with others, try practicing the behavior you are seeking.

Take stock of what you reward in others. We love to talk about the importance of teamwork and then hand out trophies for individual achievement. Instead, recognize people for sharing ideas just as much as you celebrate their achievements. You may also need to take the time to explicitly show your subordinate leaders how their efforts and the efforts of others contribute to overall excellence from your perspective.

Finally, check out your bio. What does it say about your collaborative capacity as a leader?

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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 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."

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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](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).