



# BOOTSTRAP

Published for Members of the Lennox Leadership Development Organization



**April 2008 Edition**

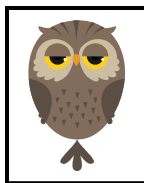
Online at <http://mtnsrv07/lldo> or <http://nma1.us/chapters/lennox>

## *President's Message*

The Lennox Leadership Development Organization is committed to providing personal development opportunities that will benefit our membership, community and company. Professional development classes and the LEADS assessment program are examples of training and self-evaluation offered by LLDO. The development process is not about continually taking courses. It's about developing skills in reflection and inquiry and learning how to apply those skills so that you can improve your life's experiences.

We all have our reasons for being a member of LLDO. I hope your reasons align with our mission and principles. Training without implementation is a tremendous waste. Get involved, participate in training and use your workplace or our chapter as a means of applying the skills you are trying to develop.

*"I hear and I forget. I see and I remember. I do and I understand."*  
- Confucius



**Bob Buresh**

President – Lennox Leadership Development Organization

### **A Reminder from the Member Relations Committee...**

Honorary members are asked to contact Lois Ruth at 754-4388 by 4:00 p.m. on April 14 if you are planning to attend the April meeting. The meeting will be in the Lennox Auditorium on Thursday, April 17. Lunch starts at 11:30 a.m. with the program starting at 12:00 noon.

Regular members, please remember to respond to our Lennox LDO meeting request if you have not yet done so. We look forward to seeing all our members at our April 17 meeting.

### **UPCOMING EVENTS**

April 17

**Monthly Chapter Meeting**

Large Auditorium

11:30 a.m. – 1:00 p.m.

Sponsored by the  
Community Services  
Committee  
Contact Scott Kilborn  
(x4050) for more  
information



May 17

**Adopt-A-Bed Planting**

Riverview Park

10:00 – 11:00 a.m.

Sponsored by the  
Community Services  
Committee  
Contact Vicki Miller  
(x4216) for more  
information

**OFFICERS &  
COMMITTEE  
CHAIRS**

President:

**Bob Buresh**  
X4026

Vice President:

**Shane Jacobson**  
X4413

Secretary:

**Dan Webber**  
X4326

Treasurer:

**Deb Kerr**  
X4528

Programs:

Michelle Burgess  
X4251

Professional  
Development:

Lu Ann Wieland  
X4424

Community Services:

Scott Kilborn  
X4050

Membership:

Lois Ruth  
X4388

Awards:

Linda Andrews  
X4275

Public Relations:

Crystal Prusha  
X4555

Certified Manager:

Bruce Martin  
X4576

Directors:

Vicki Miller  
X4216

Mike McDermit

X4295

Steve Meyer

X4039

Kevin Siemsen

X4536

Dave Hanson

X4072

**-----“IN CASE YOU MISSED IT”-----**

Breaking with tradition, the March Chapter Meeting was held at 8:00 a.m. and featured a breakfast menu. As with all meetings, there was a mixed reaction. Some members appreciated the change of pace while other members preferred to stick with the tried and true lunch meeting. All in all, though, the meeting had a good turnout and the change in time complemented the change in the type of speaker this meeting featured.

The speaker at the March meeting was Joel Akason, President of the Marshalltown Economic Development Impact Committee or “MEDIC,” and his message on community involvement. Joel commented on the positive image required to make companies want to come to Marshalltown. He is very enthusiastic about the future of Marshall County and it’s impact in the State of Iowa. Due to its infrastructure (highways, water, power) Marshalltown has a definite advantage as we move forward.



MEDIC’s current mission: ”To provide a unified voice in promoting the retention and expansion of existing businesses along with the attraction of new employers to create both new jobs and a diversified economic base in Marshall County.”

- Submitted by Dan Webber

**“And the Survey Says...”**

Evaluation forms are in and here’s what you thought of the March Program...

**Meal**

“Great selection and choices.”

“Terrible, tea & rolls would be better.”

“Not a big fan of breakfast.”

“I liked the breakfast idea but the meal needs some work.”

“Breakfast was great! Looking forward to it again.”

**Topic**

“Great topic - good to hear about the local community!”

“Need to know more about our community. Good to have this communication.”

“Great insight into developing our town.”

“Important and relevant to all of us.”

**Speaker**

“Very forthcoming.”

“More interesting than I would have thought for first few minutes.”

“Seemed genuine and passionate.”

“Nice representative for Marshalltown.”

“Good. Could improve speaking skills and techniques.”

**Meeting Time** (March’s meeting was held 8:00 – 9:15 am.)

“Breakfast was a good idea but later morning would have been better, (10ish).”

“I like the breakfast idea, nice change.”

“Very good meal and also a great idea to have a breakfast meeting.”

“OK idea, but late, I ate breakfast before work.”

“Disadvantage to 2nd shift people to have a breakfast meeting.”

## COMPANY NEWS

March 20

**Lennox International  
Appoints Ken Rothgeb  
Vice President &  
General Manager,  
Heatcraft Refrigeration  
Products**

Ken Rothgeb has been appointed vice president & general manager, Heatcraft Refrigeration Products (HRP), reporting directly to David Moon, president and COO, Worldwide Refrigeration. The appointment is effective immediately. Rothgeb's new position was formerly held by Chris Peel, who has decided to pursue other opportunities.

Rothgeb brings 27 years of commercial and industrial refrigeration experience to his new leadership position, having most recently served as vice president of sales and customer service for HRP for the last three and a half years. In this role, he was responsible for leading the field sales organization, the inside sales and customer support teams, the Business Logistics group and the National Accounts and Cold Storage - Engineered Solutions sales groups. Since joining HRP in 1998, Rothgeb has served as regional sales manager for the Western U.S. & Canada and director of sales for the distribution market before being promoted to his most recent role.

# 2008 Fundraiser to Benefit the House of Compassion

The 2008 LLDO Fundraiser will benefit the House of Compassion. The House of Compassion was selected by the LLDO Board, in conjunction with the Executive Committee, because of its demonstrated need for additional funding and its positive impact on the Marshalltown community. Previous beneficiaries of LLDO Fundraisers have included Quakerdale (2006) & the Iowa River Hospice (2007).

Due to the extensive needs of the House of Compassion, this year's fundraising goals have been expanded and additional events are scheduled to help achieve the goal. Activities kicked off on March 31 with a book fair held in the Lennox Auditorium. Fifty-seven employees attended and \$100.00 was raised. In June, LLDO will once again host a lunch-time picnic event open to all salaried employees. As in 2007, "fair-style" games will be hosted by LLDO members an auction will be held. A special item up for auction this year will be a signed football from one of LLDO's most popular visiting speakers, Mark Farley.

For more information on the House of Compassion, please see the article below, reprinted from the *Times-Republican*.

### Report values House of Compassion help at \$263,000 last year

By RYAN BRINKS, TIMES-REPUBLICAN

While the House of Compassion in downtown Marshalltown struggled for months last year with a shortage of monitors for its overnight shelter, financially the multi-faceted organization fared comparably to prior years, according to its recently released annual report.

"The House of Compassion continues to be one of the most efficient homelessness prevention organizations in the country. With only one full-time employee, approximately 350 volunteers per month, and a budget of [\$106,000], the services provided and subsequent value of the services is exceptional," the board of directors wrote in the report.

Based on an estimated value for services — for example, a \$40 shelter stay, \$5 meal, \$6 in household supplies, \$15 in school supplies and a \$30 Christmas package as well as prescription drugs, gas card, bus passes, clothes and furniture — the organization provided needy community members with \$263,613 worth of help through donations and volunteered time.

"I was surprised with how much value the House of Compassion provides the community. It was a number far bigger than I would have guessed," said Clyde Eisenbeis, board member along with Colin Adams, Deb Gould, Floyd Harthun, Ross Iverson, David Jacobson, Ann Jones, Ron Patton and Carole Permar.

It also assists clients in finding jobs, housing and medical and dental care, all from support that is shifting away from local churches, grants and state assistance and toward individual and business contributions.

The house served an average of 6.5 shelter clients every night, who stayed on average 7.7 nights, and 51.8 meals per day.

"The House of Compassion Board is most grateful for the volunteer support and financial support provided by the community," the board also wrote.

After the shelter volunteer shortage was made public, Eisenbeis said local residents rose to meet the need late in the year.

"As fall came we had a bunch of people come out of the woodwork to volunteer," he said. "It's interesting how it works, but once people saw a need we got plenty of volunteers."

The organization has, however, ceased assisting clients in securing rent and utilities and has decreased prescription help as inflation costs have risen out of proportion with income. Its kitchen also needs an \$80,000 renovation.

In the report, the board asked for more monthly or January giving to help with cash flow, church budgeting of operating and Keystone Endowment funding and more supply closet donations.

## DID YOU KNOW...

Today marks the 40<sup>th</sup> anniversary of Martin Luther King's assassination...

**Birth:** January 15, 1929

**Death:** April 4, 1968

**Place of Birth:** Atlanta

**Known for:**

- Leading the civil rights movement in the United States
- Advocating nonviolent protest against segregation and racial discrimination

**Milestones :**

- **1954** Selected as pastor of the Dexter Avenue Baptist Church in Montgomery, Alabama

- **1955** Received his Ph.D. in systematic theology from Boston University

- **1955-1956** Led a successful effort to desegregate Montgomery, Alabama, buses

- **1957** Helped found and served as the first president of the Southern Christian Leadership Conference (SCLC)

- **1958** Published *Stride Toward Freedom: The Montgomery Story*

- **1963** Wrote 'Letter from Birmingham Jail,' arguing that it was his moral responsibility to disobey unjust laws

- **1963** Delivered his 'I Have a Dream' speech to civil rights marchers at the Lincoln Memorial in Washington, D.C.

- **1964** Won the Nobel Peace Prize

- **1965** Organized a mass march from Selma to Montgomery, Alabama, that created national support for federal voting-rights legislation

- **1968** Was assassinated at the Lorraine Motel in Memphis, Tennessee

## Do You Have a Green Thumb??



The Community Services Committee is looking for volunteers to plant a flowerbed in Riverview Park. For the last two years we have adopted a flower bed through the Park-N-Rec Adopt-a-Bed program. The tilling is already done, we only need to insert the seedlings into the pattern provided to us. If you have an hour to help on Saturday, May 17 at 10:00 a.m. or would like more information, please contact Vicki Miller at 754 – 4216.



Flower Bed planted in 2006 by Vicki Miller & family and David Hanson

## Building Your House

An elderly carpenter was ready to retire. He told his employer-contractor of his plans to leave the house-building business to live a more leisurely life with his wife and enjoy his extended family. He would miss the paycheck each week, but he wanted to retire. They could get by.

The contractor was sorry to see his good worker go & asked if he could build just one more house as a personal favor. The carpenter said yes, but over time it was easy to see that his heart was not in his work. He resorted to shoddy workmanship and used inferior materials. It was an unfortunate way to end a dedicated career.

When the carpenter finished his work, his employer came to inspect the house. Then he handed the front-door key to the carpenter and said, "This is your house... my gift to you."

The carpenter was shocked!

What a shame! If he had only known he was building his own house, he would have done it all so differently.

So it is with us. We build our lives, a day at a time, often putting less than our best into the building. Then, with a shock, we realize we have to live in the house we have built. If we could do it over, we would do it much differently.

But, you cannot go back. You are the carpenter, and every day you hammer a nail, place a board, or erect a wall. Someone once said, "Life is a do-it-yourself project." Your attitude, and the choices you make today, helps build the "house" you will live in tomorrow. Therefore, Build wisely!

**REMEMBER WHEN?**

# Recollections...

**Major Events from April 1989**

**April 2:**  
Soviet leader Mikhail Gorbachev arrives in Havana, Cuba to meet with Fidel Castro in an attempt to mend strained relations.

**April 7:**  
Soviet submarine Komsomolets sinks in the Barents Sea off the coast of Norway after a fire. 42 sailors die.

**April 8:**  
In Johannesburg, the Progressive Federal Party, Independent party, National Democratic Movement and the force of "Ontevrede Afrikaners" or dissatisfied Afrikaners merged to form the Democratic Party.

**April 15:**  
Upon Hu Yaobang's death, the Tiananmen Square protests of 1989 begin in the People's Republic of China.

**April 21:**  
Tiananmen Square Protests of 1989: In Beijing, around 100,000 students gather in Tiananmen Square to commemorate the late Chinese reform leader Hu Yaobang.

-www.spiritus-  
temporis.com

The Minutes below are from the April 1989 issue of "The Bootstrap." The March 1989 meeting appears to have had many similarities to the March 2008 meeting. Chapter members received an update on local economic development and also heard about the importance of hard-work and strength in the face of tough economic times.

MINUTES OF MARCH 16, 1989 MEETING

The March meeting of the Lennox Management Club was held on March 16 at DiGiacomo's. Ron Peterson opened the meeting.

Ron announced the nominees who are seeking election to office. The nominees for vice president are Mary Clark and Deb Vaughn; secretary - Cindy Schneiderman and Jim Brant; treasurer - Todd Niggeling and Collette Beeghly; board of directors - Dane Wills, Randy Aiken, Mel Miller and Randy Smith. The election will be held during the April meeting. Absentee ballots will be available for members who cannot attend the meeting.

Steve Ward was introduced as the spotlight speaker. Steve is CEO of the Marshalltown Area Chamber of Commerce. He graduated from Upper Iowa College with a business degree in Administration and a minor in Chamber Management. Steve's topic was "Marshalltown in 1990".

Steve began by saying that the future looks very good for Marshalltown. Things have been improving since 1986. He called 1986 a "turn" year for the community.

Steve said the Chamber is estimating that in the next 12 months Marshalltown will see 1,000 new jobs, which will bring 2,000 new people into the community and put 610 more kids in the schools. These new jobs will also result in 640 more jobs in the retail/service area. All of this amounts to a 15 million dollar gain in the retail dollars into the community.

There will be an increased demand for quality low rent housing. Steve noted that there are three new housing developments and that they are all planning new housing starts this year.

MINUTES (continued)

Ron Peterson introduced the featured speaker, Herb Schulte. Herb is a visiting professor of marketing in the Drake University College of Business and Public Administration. He assumed this position two years ago, after taking early retirement from Meredith Corporation. His last position there was vice president of corporate planning. His topic was entitled, "It Ain't Going to Get Any Easier".

Herb said that because of economic times, managers must become better decision makers. No matter how successful a company has been in the past, management cannot sit back and relax. Herb believes that the large takeovers and leveraged buy-outs were made possible because management has become complacent. Companies are battling for a share of the market which is competitive like never before seen. Many will drop out because the market will not tolerate weakness.

Herb explained that the market is made up of three elements: people, purchasing power, and motivation to buy. All three elements are experiencing slow growth. The population growth is estimated to be 2/10 of one percent. The only real growth in purchasing power is in two income households. Right now, there is no motivation to buy -- it is basically a replacement market until the next technological breakthrough.

In this tough competitive environment, the only way to succeed is to be excellent at what you do. It is no longer enough to be good. Managers have to get back to the basics, improve quality and reduce costs. Management must be more tolerant of others' views and be able to work as a team.

Ron announced that the next meeting will be April 20 at Lincoln Valley Country Club. John Chrystal will be the main speaker. He then adjourned the meeting.

Respectfully submitted,  
Deb Vaughn, Secretary



# APRIL LLDO MEETING

*Brought to you by the Community Services Committee*

## SPEAKERS:

Farmers Savings Bank  
*2008 Business of the Year Winner*

James Lindgren  
*Speech Contest Winner*

Courtney Watts  
*HOBY scholarship recipient*

## DETAILS:

Date: Thursday, April 17  
Time: 11:30 a.m. – 1:00 p.m.  
Place: Large Auditorium

Menu: Broasted chicken, potato salad, beans and jello cake with fresh strawberries & whipped topping (Catered by Haley's)

Please RSVP by noon on Monday, April 14<sup>th</sup>





## **Mission Statement**

The mission of the NMA is to provide management and leadership development opportunities and related chapter activities which meet the needs of members and contribute to the effectiveness of sponsoring organizations.

## **NMA Statement of Principles**

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

## **NMA Code of Ethics**

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and processes. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.