



# BOOTSTRAP



Published for Members of the Lennox Leadership Development Organization

## UPCOMING EVENTS

February 4, 11, & 18

**Book Review**  
Large Auditorium

11:30 a.m. – 1:00 p.m.

Sponsored by the Professional Development Committee. Contact Lu Ann Wieland (x4424) for more information.

♥  
February 20

**Blood Drive**  
Large Auditorium

10:00 a.m. – 4:00 p.m.

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

♥  
February 21

**Monthly Meeting**  
Large Auditorium

11:30 a.m. – 1:00 p.m.

Sponsored by the Programs Committee. Contact Michelle Burgess (x4251) for more information.

♥  
February 26

**BINGO**

Iowa Veterans' Home

6:15 – 8:15 p.m.

Sponsored by the Community Services Committee  
Contact Toby Brimmer (752-2546) Scott Kilborn (x4050) for more information



**February 2008 Edition**

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

## President's Message

We are approaching the midpoint of our program year and it is exciting to see what has been accomplished so far and what is being planned for the future. Our Professional Development activities and monthly programs are on pace to set new records for annual participation. Our Community Service/American Enterprise committee has reached out and helped several organizations and has revitalized the speech contest. The Membership committee has also brought us to record levels. I believe we have one of the best newsletters in NMA, great improvement. I am very impressed with all our committees and our membership.

Looking forward, there are plans being developed to raise funds and acquire materials and labor to help the House of Compassion with a kitchen remodeling project. A committee has been formed to expand our fund raising efforts to make a bigger impact in our community. Please contact Donnie Hall if you are willing and able to help with this project.

Thank you for your efforts and support.



**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 February 18 if you are planning to attend the February meeting. The meeting will be in the Lennox Auditorium on Thursday, February 21. Lunch will be served at 11:30 a.m. with the program starting at 12:00 noon.

Regular members and Interns, please remember to respond to our Lennox LDO meeting request if you have not yet done so. We look forward to seeing all you at our February 21<sup>st</sup> meeting.

**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”-----**

**Our January program featured  
Gale Mote - *Time Management ... When Pigs Fly!***

Gale Motes has been designing and delivering customized training courses and motivational presentations for years. Prior to starting her own training and educational business in November, 1990, Gale worked in various manufacturing enterprises, including Del Monte, Square D Corporation, Quaker Oats, and Norand Corporation. She has held a variety of positions associated with production and inventory operations management.



Gale Motes

Gale is Certified in Production and Inventory Management (CPIM) by APICS. She has been twice honored by the YWCA Tribute to Women of Achievement. Gale is a Summa Cum Laude graduate of Coe College with multiple degrees in Business, Economics, and Education. She also holds a Masters in Business Administration from the University of Iowa.

Her message “WIN – What’s Important Now” focused a lot on the fact that we spend forty percent of our work day on e-mail related activities. E-mail overload costs U.S. businesses 300 billion dollars a year. Seventy-five percent of our e-mails have a vague subject line or lack one entirely. To increase e-mail efficiency, Gale challenged the group to provide more specific information, reduce e-mail clutter by identifying “who needs to know” and to stop copying people not involved in the task.

We would like to thank Zeno’s Pizza and Treat America for catering our noon meeting.

***“And the Survey Says...”***

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

**Meal**



“I died and went to heaven!”  
“Can’t beat Zenos! Liked the music before meeting”  
“Thanks for balancing the pizza with a delicious salad!”  
“Anything but Zenos! Not enough Diet Dew.”  
“Pizza was ok, Ice Cream was great!!!”

**Topic**

“Finally something I can really use on the job!”  
“Good ideas on interruptions and handling e-mails.”  
“Quite opinionated. Not sure what value she provides.”  
“Tool everyone can/SHOULD use.”

**Speaker**

“Gale is awesome!”  
“Very enthusiastic. I liked exercises!”  
“Kept it moving along. After large meal did a good job keeping me awake!”  
“Kinda corny. Should have updated picture.”  
“Enjoyed her the second time, good humor!!”

January 14

**Congressman  
Visits Lennox  
Industries'  
Marshalltown  
Facility**

Congressman Tom Latham (R-IA) recently visited the Lennox Industries residential facility in Marshalltown, IA to meet with plant leadership, hear business concerns, and discuss current issues in Washington.

"We were pleased to host Congressman Latham in Marshalltown, and the visit was very positive," said Parke Adamson, general plant manager. "We were able to show firsthand the effects of the 13 SEER regulations and to apprise the Congressman of pending legislation affecting our industry."

First elected in 1994, Congressman Latham serves on the House Appropriations Committee and is currently on the short list for a subcommittee leadership position. In 2007 he voted in favor of the revised Energy Bill after significant concessions were made for heating and cooling products concerning regional efficiency standards, component regulation and manufacturer compliance.

**American Enterprise Speech Winners Featured in  
Local News Story...**

*The article below was featured in the January 12 edition of the Marshalltown "Times-Republican." It was written by Andrew Potter.*

Two Marshalltown High School students received awards for their performance at the American Enterprise Speech Contest at Lennox Manufacturing last Saturday.

Freshman James Lindgren took home first place and sophomore Carissa Bovee placed second in the competition.

Lindgren advances to the regional competition at Alexandria, Va. in May and also won a \$500 prize. Bovee won \$100 for her speech.

Lindgren's speech was on domestic spending over eliminating the budget deficit.

"I didn't know there was a money prize until the day of the contest and I am looking forward to going to Alexandria," Lindgren said.

He said it took a few weeks to write the speech and a few hours of practice and likes to speak in front of a crowd to get his thoughts out there.

He said he enjoys speaking because it is "just the knowing that hopefully people are listening and you can get a point out."

Bovee talked about the value of the American dollar and how it affects the economy in her speech.

"I really enjoy doing speeches," she said. "I've done a few competitions and I'm just practicing to get better every time I do them."

She said being able to project her ideas to a crowd is appealing in speeches.

"I feel powerful because I get to control the audience," she said.

Students advancing out of the regional competition in Alexandria will qualify for the national contest in San Diego.

**By ANDREW POTTER, TIMES-REPUBLICAN**

***BLOOD DRIVE***

Due to the recent spat of harsh weather, Iowa's blood supply is low and YOUR HELP is needed! Not only has the inclement weather made it more difficult for donors to give, but it has also caused an increase in injuries, placing a greater demand on the state's blood supply. With the exception of "double red" donors, enough time has passed since December's blood drive for you to donate again.

**February 20  
10:00 a.m. – 4:00 p.m.  
Large Auditorium**

## JUST FOR FUN...

### Valentine's Day Trivia

- The United States, Canada, Mexico, United Kingdom, France and Australia all celebrate Valentine's Day.
- 74 percent of Americans celebrate Valentine's Day.
- Approximately 192 million cards exchanged.
- Some attribute the first "Valentine's Card" being sent from Charles Duc d' Orleans in 1415 to his wife, while a prisoner in the Tower of London.
- "Love Birds" derives from the belief that birds chose their mates on Feb. 14. Some believe this fact is one of the origins of the Valentine's Day Holiday.
- Cupid was the symbol for the Roman God of Love.
- About 15% of women in the US send themselves flowers on Valentines
- Valentine's Day is fourth on the list for the holiday with the most candy sales behind Halloween, Easter, and Christmas.
- The first Valentine's Day box of chocolates was introduced by Richard Cadbury in 1868.
- Teachers receive the most Valentine's's.

www.infostarbase.com

## Book Review Still Going Strong into February

The book review of *Creating a Lean Culture – Tools to Sustain Lean Conversations*, by David Mann, continues into February. The Professional Development committee would like to challenge members to reflect upon what positive changes they have already made or are planning on implementing as a result of the book review. Our Leadership Team has done a wonderful job of facilitating the meetings and supporting employees through the review. Life does not come with a Global Positioning System (GPS) to make sure we are on the right path. Reading, learning, engaging and keeping ourselves open to growth will help us progress toward our goals and realign when we get off the beaten-path. The Power Point and Flip-Chart Summaries may be found on the I-drive/LMC/Book Review.

-Submitted by Lu Ann Wieland



### Toastmasters Membership Grows with LLDO Members

Four Lennox LLDO members joined the Central Iowa Crosswinds Toastmaster club. Mark Bruns was the first to join, followed by Duane Cibula, Leah Cox and myself. I must say, my perception of Toastmasters changed dramatically since attending meetings. The format and guidance provided through Toastmasters helps one stretch, grow and improve their speaking skills for a variety of situations. An added benefit to the meetings is friendship and good-old fun (really-truly!). If you are interested in becoming a more effective speaker, please contact any of the members listed above. We invite you to come, as our guest, to one of the Thursday noon meetings at the Trinity Lutheran church on Third Avenue, Marshalltown.

-Submitted by Lu Ann Wieland

## Get to Know Your...Director

### Dave Hanson



#### When did you join Lennox? What positions have you previously held?

I joined Lennox May, 2002. I came from a CertainTeed vinyl siding plant in Grinnell. I worked there 9 ½ years before it was closed. Before that I worked at the Bridgestone / Firestone Ag Tire plant in Des Moines. I graduated from ISU in '88 as an older student having 2 of my 3 children born while in school. The 3<sup>rd</sup> being born less than a year later. While in college I worked as a night janitor at Ankeny's Jr. High and while in High School my summer job was a garbage man.

#### What has been your favorite LLDO activity?

When I can, I [like] working on the Bike Path Clean Up but I have enjoyed the two fund raiser activities we have held.

#### What offices and/or chairs have you previously held?

Director, Vice President, President, Associate Director for one year, and recently took on the position of National Director for the NMA.

#### If you could choose anyone to speak at a monthly meeting (dead or alive), who would you choose and why?

Ronald Reagan, because he had the ability to stand out in the crowd yet every one would consider him to be one of them. He could motivate the average person to step up and do what needs to be done and feel good about it. He had a vision and was able to communicate it.

#### In your opinion, what is the most significant historical event that has happened in your lifetime?

I hate being cliché but 9/11. It was an abrupt reminder that the US is part of a global community and not every one agrees with the US or in any way supports our policies.

## FYI

### So...What is the DiSC Assessment?

DISC is the four quadrant behavioral model based on the work of William Moulton Marston Ph.D. (1893 - 1947) to examine the behavior of individuals in their environment or within a specific situation. DISC looks at behavioral styles and behavioral preferences.

Marston completed doctoral studies at Harvard in the newly developing field of Psychology. In the early 1920's Marston first studied the concepts of will and power and their effect on personality and human behavior. These findings contributed greatly to the field of psychology.

The tests classify four aspects of behavior by testing a person's preferences in word associations (compare with Myers-Briggs Type Indicator). DISC is an acronym for:

**Dominance** - relating to control, power and assertiveness

**Influence** - relating to social situations and communication

**Steadiness** (submission in Marston's time)-relating to patience, persistence, and thoughtfulness

**Conscientiousness** (or caution, compliance in Marston's time) - relating to structure and organization

- [www.wikipedia.org](http://www.wikipedia.org)

## Update on LEADS...

The NMA Leadership Effectiveness and Development System recently conducted a testing process. Many Lennox employees participated in that process. NMA, Boeing and Dale Carnegie would like to thank those members for their assistance in working through some "kinks" in their system. Additional information regarding this resource will be coming in the following months.

### DiSC Assessment Held January 29

By the time you read this article, the January 29<sup>th</sup> DiSC session will be completed. This assessment helps participants better understand themselves and others. Professional Development committee member Jillian Kern arranged this event. She and I will host a follow-up meeting this Spring, for members of this session as well as others who completed the DiSC assessment in the past. The objectives of the follow-up meeting will be to 1) exchange assessment information with others who completed their assessments, 2) learn how we can better communicate with others, 3) learn how to connect to strengths of others as well as share our strengths for balanced teamwork.

-Submitted by Lu Ann Wieland

## Don't Forget to Sign Up for BINGO!!

**LLDO sponsors two Bingo activities a year at the Iowa Veterans Home and the next one is scheduled for Tuesday, February 26. The Community Services Committee is seeking volunteers to help with this event. Participants are asked to arrive at 6:15 p.m. at Malloy Hall's Resource Room. As in past years, the youth from Gardner Cottage, Quakerdale—New Providence will share in this activity with us.**

**Upon arrival we will go to the various areas and bring wheelchair-bound residents to the Resource Room. Bingo will begin at 7:00 p.m. and conclude at 8:00 p.m. Residents will then be escorted back to their areas. There are normally over 70 residents in attendance.**



Tom Taylor



Joe Weiser



Amanda Blagg



Jillian Kern

**Lennox LDO Members Enjoying January's Meeting...**

## REMEMBER WHEN?

### Major Events from February 1975

#### February 9:

The Soyuz 17 Soviet spacecraft returns to Earth.

#### February 21:

Watergate scandal: Former United States Attorney General John N. Mitchell and former White House aides H. R. Haldeman and John Ehrlichman are sentenced to prison.

#### February 24:

Hard rock band Led Zeppelin release the classic double album Physical Graffiti.

#### February 28:

A major tube train crash at Moorgate station, London kills 43 people.

-www.spiritus-temporis.com

# Recollections...

The article below was reprinted in the February 1975 edition of "The Bootstrap." It originally appeared in the February issue of "Airconditioning [sic] & Refrigeration Business Magazine." This issue of "The Bootstrap" also contained the news that the NMA had formed an alliance with the National Association of Manufacturers (NAM).



Ray Robbins, president

## PRESIDENTIAL FORECAST

### A year of super-selling effort

At a time when some unitary manufacturers are shifting uneasily in their executive chairs, president Ray Robbins leans back, draws thoughtfully on his pipe and says:

"Lennox believes that even though 1975 will be a tough year, many good marketing opportunities still exist. So much so that our organization of 6,000 dealers will be up this year in dollars and units."

Not a shred of smugness, or overconfidence is traceable in his statement. In fact, he readily admits that any successes in 1975 will require a strong selling effort, and an extremely effective marketing program.

Robbins unfurls the thinking behind such a program, which began by listening to Lennox dealers through a series of nationwide sales meetings:

We tried to find out what our dealers really needed, and wanted to do a good job in 1975 in terms of products, advertising, and sales and service training. We're very close to our dealers, and we listen well, because they're the key, and

they're much closer and more sensitive to changes in the market.

From what they told us, we feel we have a firm grip on the market this year and have tailored our marketing program to fit their needs.

They expect substantial increases in the sales of heat pumps. So we now have a heat-pump certification program, which requires dealers to qualify themselves for heat pump installation and service by attending our schools. This certification training helps the dealer do a more confident job of selling heat pumps, and gives the buyer the assurance he's getting a good job.

We recently came out with a heat pump that ties into a gas, oil, or electric furnace which offers exciting energy savings. We call it Fuelmaster plus.

When a buyer wants to add central airconditioning to his furnace, or replace his old unit, our dealers can offer a heat pump with the Fuelmaster control system. For a few dollars more the buyer gets his airconditioning, a second source of heat, and energy savings.

We're just about ready to release a new two-speed airconditioning compressor for 3½-ton units and up, also with substantial energy savings. We're also going to offer an exciting accessory item this year, that provides a direct feed of outside air for combustion on oil furnaces. It cuts air infiltration and the cost of energy for heating.

Our dealers are becoming very active in the service business, because they recognize that service is very profitable, if managed properly, and that it also is a prerequisite for add-on and replacement sales. Many of our other dealers are moving into service now, too. Therefore we're intensifying our Planned Service programs and training.

All of our dealers want to be better salesmen, because sales is what it takes to pull business through the eye of the needle, especially in a tough year. Our dealers also want to intensify efforts in aftermarket sales, such as electronic air cleaners and humidifiers. Because of this need, we've set up a new series of training courses in retail sales which gives them more strength in selling energy conservation benefits and life-cycle costs.

If 1974 was the year of the dealer, so is 1975, only more strongly. Other manufacturers may think dealer loyalty has long since waned. At Lennox, we think the opposite: dealer loyalty is strong and vibrant. We have good reason for the faith we share in each other's marketing ability. This kind of relationship is the vital brace under the platform of our promising forecast for 1975.

Our optimism for this year and the years ahead is characterized by the completion of a brand new 250,000-sq.ft. plant in Stuttgart, Arkansas. Early this year we will begin producing two highly energy efficient rooftop product lines in Stuttgart: a new family of direct multi-zone and single-zone systems. Ultimately, we will produce single-zone equipment up to 60 tons.

In world markets, we're continuing an accelerated growth rate also. From our plant in England, where we produce for the European markets, we've had an average growth rate of 33% annually for the past four years, including 1974. Growth in Canada jumped 30% last year.

Now we're penetrating significantly into markets in South America, Australia, and the Middle East. So at home and abroad, all of us at Lennox believe that the opportunities for growth are here this year as well as in the short and long range future.

# *Lennox LDO*

## *February Program*



*UNI Head Coach Mark Farley*

*Once known as the "walk on from Waukon" when he wore a Panther football uniform, head coach Mark Farley has taken the UNI Panther football team to new heights. To do this you must be successful at teambuilding. If anyone knows about teamwork and being successful it is Coach Farley. Come tailgate with us in the Lennox Auditorium to hear more.*

*February 21, 2008  
11:30 a.m. – 1:00 p.m.*



*Please R.S.V.P. to Lois Ruth's e-mail invitation by 4:00 p.m. on Monday February 18, 2008.*





## **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.