

A HAPPY  
NEW YEAR

# BOOTSTRAP

Roger Vreeland, Joyce Wilson, and Teri Wilson Editors



## President's Message

By Bruce Martin

Welcome to the New Year 2012. Where does the time go? If we don't take the time to stop and smell the roses, it just slips on past us. As I have gotten older I realize more and more the need to be intentional in my actions. To that end, I realize that I am blessed beyond measure. Those things that truly matter in our lives, I have in abundance; family, friendship, love, home and fellowship with my maker.

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On January 19<sup>th</sup>, at our chapter meeting, we will have an opportunity to hear Aaron Thomas speak about his father, Ed Thomas. Knowing that Aaron would be coming, I purchased the book, *The Sacred Acre* and read it over a weekend. It is an amazing, inspiring and uplifting story of a man and how living his life intentionally he had an impact on countless individuals. Not just those young men lucky enough to have played football for him but all the students he taught in those thirty plus years, the parents of his students, the residents of Parkersburg and Aplington, and even those in the towns that his teams played over the years.

When I came to Lennox in August of 2006, I had no idea who Ed Thomas was or where Parkersburg, Iowa was. But after the devastating tornado that hit the town in May of 2007, I certainly became aware of the town. I read about their recovery and watched on TV as they played their first football game on a field that was destroyed just 104 days after the tornado hit. There should have been no way that they could have gotten that "sacred acre" ready in that short of a timeframe, but they did.

Then Ed Thomas was tragically murdered in the summer of 2009. As I was reading the book, my daughter looked at me and asked if I was crying. I had to admit I was because the emotion brought to life in the pages of the book was just so powerful. Aaron may talk of it but one of the many things I came away from reading the book was that Ed Thomas wore his emotions on his sleeve and was never afraid to make them known. He was never embarrassed by showing his emotions. It is not something you see much of in today's world. We are all so guarded in our emotions towards our fellow human beings. Not Ed Thomas and you will see, not Aaron Thomas.

LLDO has purchased five copies of *The Sacred Acre* to be given away at the January meeting to active LLDO members in attendance that day. Aaron has agreed to autograph those copies. Even though I have already purchased the book and read it, you can be assured that I will be hoping to win one of those books to have in a special place in my house.

This meeting would be a wonderful opportunity to bring a friend to hear Aaron. I have invited two friends of mine to come and hear the inspiring story. We can accommodate many more people than we have at our normal chapter meetings. The only thing the Board must ask is that for these guests, you pay \$15.00 to help cover the cost of lunch and the speaker's fee. In my mind, it is a price well worth the opportunity to inspire others right here at Lennox LLDO. I hope we are overflowing this coming January 19<sup>th</sup>. I look forward to meeting and hearing Aaron Thomas' story.

Leadership is the capacity to translate vision into reality.

----Warren G. Bennis

## LLDO Calendar of Events

Event	Date	Time	Location	Contact
January Meeting	January 19	11:30 am – 1:00 pm	Auditorium	Gary Springer 4335

“Access information on all future LLDO events through the link below:”  
[I:\LMC\2011-2012 LLDO\Calendar of Events 2011\\_2012.doc](I:\LMC\2011-2012 LLDO\Calendar of Events 2011_2012.doc)

### December Trivia Winner!

By Ben McFarland

Last month's trivia winner was

**Tim Schuett**

**Question:**

**Where did the term, “The whole nine yards” come from?**

**Editor's note:** When googled, the answer was that no one knows for certain where the expression derived. The best answer was:

The term “the whole 9 yards” came from WWII fighter pilots in the Pacific. When arming their airplanes on the ground, the .50 caliber machine gun ammo belts measured exactly 27 feet before being loaded into the fuselage. If the pilots fired all of their ammo at a target, it would go “the whole 9 yards.”

Bootstrap accepted both answers.

**\$5.00 punch card to Canteen was the prize.**

**Congratulations!**

### January Trivia Question

By Teri Wilson

**Question:**

**What is the dot over the letter “i” called?**

**Please e-mail your answer to Teri Wilson by January 15<sup>th</sup>.**

**One name will be drawn from all correct answers on January 16<sup>th</sup>.**

## Membership

Our current membership count is 89. Please invite non-members to attend meetings with you.

Below is the link to the local LLDO website:

<http://mtnsrv07/lldo/>

**Effective leadership is putting first things first. Effective management is discipline, carrying it out.**

**---Stephen Covey**

## Community Services



Photo by Mike Bair

Items collected from the Hat and Mitten Tree and Food Drive. Thank you to all who donated!

### SPEECH CONTEST TO BE HELD MARCH 19, 2012

Submitted by Leah Cox  
Contest Chair

2012 LLDO sponsored SPEECH CONTEST is scheduled for March 19, 2012. Students living within 30 miles of Marshalltown grades 9-12 are eligible for entry. This will be held in the Lennox Auditorium. We are looking for volunteers to help. Only speaking roles have already been filled. The behind the scenes help currently needed are: timers (2), paper wranglers (2), and people shufflers (3) miscellaneous people (2) Door greeter (1).

Prizes are \$300 first place, \$100 second place, \$50 for participating (cash prizes awarded on the spot). The winner of Marshalltown wins a trip for the student and one chaperone to Detroit, MI May 26-28, 2012 for the East Leadership Development Conference with the winner there receiving \$1000. The winner at Detroit will receive a trip to Seattle in October with the National winner receiving \$4000.

Please contact Mike Bair- 4472, Bruce Martin- 4576 or Leah Cox - 4406 for further details.

Watch the ECHOES and BOOTSTRAPS for updates.

### SUBMIT ARTICLES FOR THE FEBRUARY ISSUE

**Do you have any activities that you would like to share with LDO members?? If so, please send them to Roger Vreeland, Joyce Wilson, or Teri Wilson. All articles and pictures should be submitted no later than January 30<sup>th</sup>.**

## Programs



**JANUARY 19<sup>TH</sup>, 2012  
LENNOX AUDITORIUM  
11:30 A.M. - 1:00 P.M.**

Lunch catered by:  
Hy-Vee Chinese Express

Five books will be given away.

Join us for LLDO  
Aaron Thomas - Author

“The Sacred Acre: The Ed Thomas Story”




**Coming February 16, 2012**

**Deborah Rinner,**

**Director of International Protocol  
& Etiquette-Tero International**

Communicating...

We communicate all day, every day. Effective communication skills rank high on all the lists of the qualities we value in others and others value in us.

Learn how to add impact in communications.

Lennox Auditorium  
11:30 a.m. - 1:00 p.m.  
Lunch catered by Zeno's

## *Salsa & Chili Cook-Off!*



LLDO is sponsoring a Chili and Salsa Cook Off contest at the April 19, 2012 meeting. You may participate in Chili, Salsa or both. Several categories will be available. Contest rules and information will be available soon. Dust off your famous family recipes, start practicing and join in the fun to see who is the LLDO Chili or Salsa Champ!



NMA Membership Drive



**One VERY lucky new member will WIN a FREE 2012 Annual Conference Package valued at over \$1,300!!!**

All new members reported to NMA between January 1, 2012, and June 30, 2012, will be entered into a drawing for a FREE 2012 Annual Conference registration plus 4 nights lodging at the beautiful Seattle Marriott Renaissance Hotel—a package worth over \$1,300!! All new members will be eligible to win—Chapter Members...Spousal Members...and Individual Members.

**Conference Date:  
October 6 – 9, 2012**

***Conference Package Non-transferable!***

***\$20 New Member registration fees will not be waived for this campaign.***

**When Everyday is Saturday Except for Sunday.....**

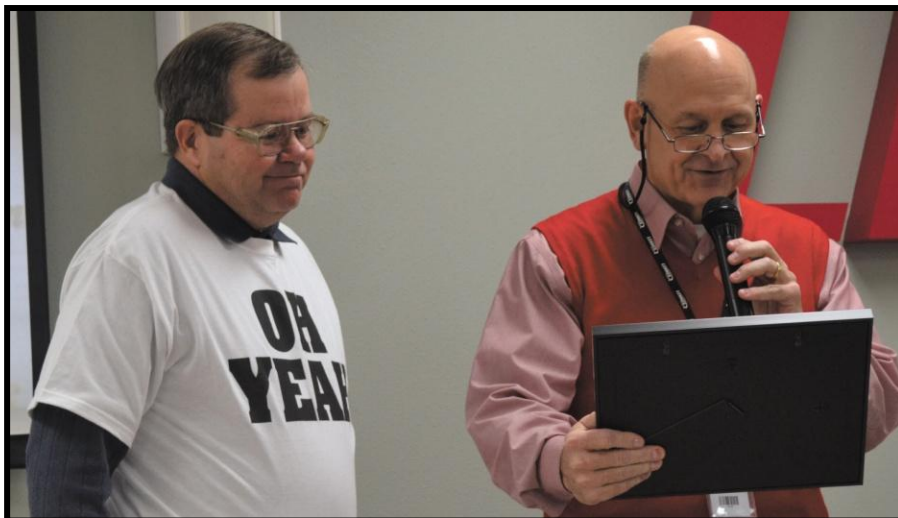


Photo by Andrew Potter/Times-Republican

Pete Quaife, sporting a shirt with an Oh Yeah, receives a plaque from Bruce Martin as he retires after 34 years of service at Lennox, and as an active member of LLDO.

## Programs

### In Case You Missed It

By Teri Wilson

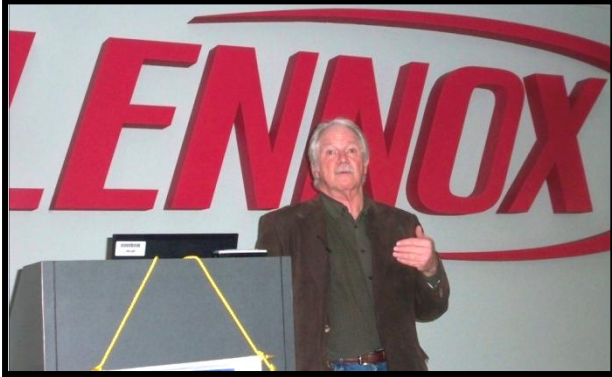


Photo by Teri Wilson

### The Decorah Eagle and Raptor Project

Our meeting opened with the “Pledge of Allegiance” before Bruce introduced Bob Anderson, director of the Iowa Eagle and Raptor project. In Bob’s research of peregrine falcons and efforts to get them back in population and where they belong, he literally took his work home with him successfully hatching these great birds. In order to track progress of the falcons, he hooked up web cams which sparked interest to schools to use as a learning tool. This year, Bob had a web cam on a Bald Eagle nest that millions watched on line as eggs hatched and eaglets grew. There were many hits to the website causing it to crash.

This project put Decorah, Iowa on the map with 186 countries having logged on to the website at [www.ustream.tv/decoraheagles](http://www.ustream.tv/decoraheagles).

One of the eaglets hatched has a small transmitter on her and Bob gets reports every morning at 5 a.m. to see where she has been and where she might be headed. Since leaving the nest in August, she has made her way up through Minnesota and up toward the Boundary Waters in Minnesota. As of Bob’s speaking day, she was in North Bend Wisconsin, 50 miles from Decorah, and it is unclear if the eagle would actually return to Decorah.

The meeting ended with drawings for a \$50.00 gift certificate to Tremont on Main won by Miguel Gutierrez and the Lennox Lotto won by Linda Andrews.

## Did You Know?

By Teri Wilson

If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar?

More Monopoly money is printed yearly than real money throughout the world?

Henry Ford improved the car but he did not invent it? Instead, he invented the assembly line?

Rubber bands last longer when refrigerated?

Honey will never spoil?

**Go as far as you can see; when you get there, you'll be able to see farther.**

**---J. P. Morgan**

**Winter is upon us, and so is soup season. Please clip and save your Campbell's Soup Labels for our schools. A collection box is located on the 2<sup>nd</sup> floor break room next to the collection box for Box Tops.**

**Milk Moola has been added as collection labels. If you buy milk at Kwik Trip or Kwik Star, please clip the label and keep milk caps and deposit it in one of the collection boxes in the 2<sup>nd</sup> floor break room.**

---Submitted by Roger Vreeland  
Greetings from the Label Lady!



I wanted to take a moment to let you know about the label collection program at the BCLUW Elementary School in Conrad, Iowa. For many years our school has participated in label-saving programs to help provide funds to support special programs and to purchase extra supplies and equipment to enhance the learning environment for our elementary school kids. These label-saving programs are great for getting the community involved in supporting our schools in easy ways. Generally they require nothing more than shopping for the favorite products we already buy and enjoy, then clipping and collecting the redeemable part of the packaging. The programs are free to the school and the only expense associated with participation is the cost to mail the collected labels to the processing location.

We participate in the following programs:

**Box Tops for Education** - Did you know that those familiar little labels on many of your favorite foods, paper and plastic products and office supplies are worth 10-cents cash? This money can be used by the school for anything they wish - no strings attached.

**Labels for Education** - Started by Campbell's, this program has also expanded to include many other foods, plastic and paper goods and office supplies. The labels are worth either 1 or 5 points each. Schools can "bank" their points in an account until they have enough for a selection from the extensive catalog of prizes that the program offers. There is an emphasis on supplies for fine arts education such as musical instruments, art supplies, etc. But many other classroom aids and pieces of equipment are also available,

**Milk Moola** - Sponsored by Kwik Trip and Kwik Star convenience stores, this program donates 5-cents cash for every milk bottle cap or milk bag top collected and 10-cents for the oval sticker from Glazers doughnuts purchased at any store location. Funds can be used as desired.

**Kemps Nickels for Schools, Land O'Lakes Save Five for Schools and Swiss Valley Farms** all have 5-cent collection programs as well and we accept donations from all of these products.

Each year we earn approximately \$1000.00 cash through the Box Tops for Education program and collect about 12,000-15,000 Labels for Education but these totals can vary from year to year. The milk-top collection programs are newer to us but have so far earned about \$400-\$500. As you can imagine, these totals can really provide some great resources for our teachers and kids. Most recently, the Labels for Education program was able to use its banked points to "buy" new classroom globes to use with a new geography initiative that our school implemented. Now students can see the world with all its current countries and borders in 3D! The most recent collection of Box Tops for Education dollars was able to purchase a public address unit to use in the elementary gymnasium when the school holds assemblies and performances. Now everyone can hear and be heard!

As much as we are able to collect each year toward these wonderful things, the truth is that much more is thrown away each year because people do not realize the value of those little coupons and labels! They add up fast! And throwing away a Box Top Label, for instance, is like tossing a dime in the garbage. Aaaaagh!

Collectively, the people of our school district, family and friends of our students and members of our wider community have had a great impact on our school. We thank you for all the efforts that your organization has made toward helping us provide a better learning environment for our kids. It is deeply appreciated. I would be happy to help answer any questions you may have about any of these programs. Also, there are great websites for Box Tops, Labels for Education and Milk Moola. Just search them on the world wide web!

Thank you again for your interest in our collection programs and for your help with them. I look forward to many more years of sharing in this effort!

Marijke Carson  
BCLUW Elementary Label Lady

## AWARDS & POINTS

By: Brent McDowell

If you look at the back wall in the auditorium, you will see several plaques. I don't know if you have ever taken the time to look at those, but they are awards that LLDO received this last year at the NMA convention. They are recognition for the work that this chapter has done in years past. It is something that LLDO strives to achieve every year. NMA awards these to deserving chapters every year to help drive the behavior they wish to see from member chapters.

The Top Award a chapter can receive any year is designation as an "Outstanding" chapter. LLDO/LMC achieved that designation last year and in fact has achieved that designation for 25 consecutive years. We also received recognition for our Community Service activities and we were presented a Publication award as one of the top newsletters in the NMA.

I am the Awards Chairman for LLDO and my primary task is to track all the activities that this chapter participates in each and every month. The NMA requires chapters to report every month on their activities and achievements. This is done through the R-1 report.

NMA tracks very specific items and gives points for these items. All these items are intended to promote individual chapters into actions that align with the NMA vision and goals. I'll take you through very quickly.

First is Chapter Management; Is the Board of Directors operating the chapter in a proper manner and planning as they should? Second is a closer look at the Board itself. Do they meet? Do they invite the national director? Do we meet with our executive advisors?

Next is Professional Development. Every time LLDO holds training event, we track it by noting what the class was, were CEU credits given and how many members attended each training session. For example, all LLDO members that are attending the John Maxwell series will receive CEU credits for each time they come.

Do we hold regular chapter meetings? Each chapter must hold at least 10 chapter meetings a year. We get points for holding meetings and bonus points for having attendance of at least 50% of our active membership.

Communications is next and an area that we won an award last year. We track any and all communications about LLDO, newsletters, newspaper articles, websites, etc.

Member Relations is an area where we could gather points, but many of these points are related to new membership. As a chapter that is tied to a company and not a public chapter, we don't "beat the bushes" as many public chapters do. National participation is tracked. Do we attend NMA Conferences or our council meetings? We do and track the points for them.

Association development rewards new chapter development and chapter growth. A goal this year is to try and interest other local companies in NMA and to meet with them to explore the possibility of setting up NMA chapters in their organizations.

Image is promoting positive press coverage and local awards. We do a great job of getting positive press coverage. If the Board feels there is a deserving individual, they will present one of the listed awards, but it is not a goal each and every year.

NMA wishes chapters to be involved in their communities and we are. All of the events that you hear about; bike path clean-up, Salvation Army bell-ringing, the mitten tree, our two blood drives every year, these are all examples of worthy community projects that LLDO plans and participates. Additionally, the American Enterprise Speech Contest that we sponsor each year is an area in which we earn points for helping high school students spread their wings. We won an award last year for our community service efforts and we are well on our way to another award this year.

Lastly is Management Week in America, the 1<sup>st</sup> week in June. We are working to be part of this during this year including a proclamation by the Governor recognizing LLDO and our participation in MWIA.

**Editor's note:** If you are a LLDO member involved with any community activity that is not initiated by our organization, please let Brent know. We may be able to add points to our total. Some examples are Boy/Girl Scout Leader, blood donation, Bible School Teacher, anything to do with the community.

## Officers & Committee Chairs



## NMA The Leadership Development Organization

### Statement of Principles

- 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.

### 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 Free Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.



President: Bruce Martin x4576



Vice President: Sandy Holubar x4270



Secretary: Doug McDaniel x4408



Treasurer: Gary Springer x4335



Programs: Katy Rhinehart x4406



Community Services: David Heddens x4328



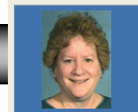
Professional Development: Chad Fridley x4512



Member Relations: Pam Riemenschneider x4369



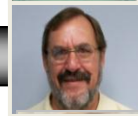
Awards: Brent McDowell x4256



Public Relations: Teri Wilson x4008



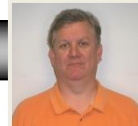
Director: John Fink x4301



Director: Bob Oetker x4097



Director: LuAnn Wieland x4424



Director: Tom Taylor x4293