



BOOTSTRAP

Published for Members of the Lennox Leadership Development Organization



March 2008 Edition

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

President's Message

Leadership is about change... aligning people, their ideas, processes and business from where they are, to where they need to be. We need to change, not only to survive but also to prosper. Is there a skill set to being a leader? You bet. The Lennox Leadership Development Organization can get you there faster than you can make the journey on your own.

The Lennox Leadership Development Organization is dedicated to building leadership bench strength and harnessing the leadership qualities that reside in all of us. You don't have to have the GM title or sit in the ivory tower to have influence. Each of us can learn to move mountains, no matter where we sit in the organization. You must learn to facilitate, not dominate; influence, not enflame; and disagree without being disagreeable. These aren't just survival skills... they're leadership skills as well.

We are beginning to look forward to the 2008/09 LLDO program year. We need people to step up and assume leadership roles to chair our committees and serve on the LLDO board. This is your opportunity to learn and practice your skills. Please contact Shane Jacobson or me if you are interested in any of these opportunities.

Lennox LDO and NMA... Developing The Leader in You!



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 March 17 if you are planning to attend the March chapter meeting. The meeting will be in the Lennox Auditorium on Thursday, March 20. **Breakfast will be served at 8:00 a.m. with the program starting at 8:30 a.m.**

Regular members and interns, please remember to respond to our Lennox LDO Meeting request. We look forward to seeing all you at our March 20th meeting.

UPCOMING EVENTS

March 8

Bowl for Kids' Sake
Totem Bowl
1101 S 6th St
Marshalltown

7:00 p.m. – 9:00 p.m.

LLDO donated \$250 towards this annual fundraising event for the Big Brothers Big Sisters Organization. Contact Vicki Miller (x4216) for more information.



March 20

Monthly Meeting
Large Auditorium

8:00 a.m. – 9:15 a.m.
PLEASE NOTE THE TIME

Sponsored by the Programs Committee. Contact Michelle Burgess (x4251) 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”-----

**Our February Meeting featured
UNI Head Football Coach Mark Farley**

Our February Chapter Meeting featured the “Walk-on from Waukon”, University of Northern Iowa’s interim Athletic Director and Head Football Coach Mark Farley.

In 2007 UNI completed the first-ever undefeated regular season (11-0) in the Gateway Conference, the school's first perfect regular season since 1960. UNI was also ranked No. 1 in the nation for six weeks during the regular season. UNI finished the season 12-1 overall and ranked No. 4 in the nation after reaching the quarterfinals of the FCS playoffs.

A very motivated individual, Mark Farley spoke of similarities between athletics and business. Mark feels that much of his team’s success is due not only to his coaching but also to the values that he and his staff instill in the players during the coaching process. He compared this to the link between Lennox and quality and how it is very apparent that quality is ingrained in the Lennox brand. He spoke of history and its value in a foundation. Communication and teamwork are vital to any organization. Your ability to make adjustments and focus will determine if you succeed in business and in life. A good team “Looks to the future but doesn’t forget the past”. His message was received as inspirational and appropriate from our members comments.

The LLDO would like to thank Treat America for their help catering February’s program.

If you missed the program you were left out of the largest turnout ever!!! Larger than any other program including our Rube’s night. Give a member a call and see what you’ve been missing.

“And the Survey Says...”

Evaluation forms are in and here’s what you thought of the February meeting...

Meal



“Nachos - Yum!”

“I really enjoyed the lunch today, nice change.”

“It was like a sack lunch.”

“I was dressed too nice for the menu.”

“A little cold but good tailgate food!!!”

Topic

“Enjoyed the parallel between athletic and business.”

“Great tie in from the team focused sports world to business.”

“Hard to relate most things to Lennox. Presentation applied more to football.”

“Great communication between sports and business concepts.”

Speaker

“Excellent very relevant to business. Best yet this year. Kudos to program committee.”

“If it’s true that you’re only as good as your leader it’s easy to see why UNI Football is #1.”

“Kept it moving along. After large meal did a good job keeping me awake!.”

“Well organized and applicable, good choice.”

“Great speaker, best in a long time, many good points.”

COMPANY NEWS

February 6

Lennox International reports solid fourth quarter and strong full year results; reaffirms 2008 guidance

- 4Q07 adjusted earnings per share of \$0.55, 4Q07 GAAP earnings per share of \$0.59, up 20% and 2%, respectively
- Full year adjusted earnings per share of \$2.50, GAAP earnings per share of \$2.43, up 15% and 8%, respectively
- Full year free cash flow of \$170 million, up 35% over 2006; 2007 cash from operations of \$238 million
- Reaffirms 2008 guidance

"Lennox International had a solid fourth quarter and strong results for the year," said Todd Bluedorn, chief executive officer. "Three of our four businesses --- Commercial, Service Experts, and Refrigeration --- had outstanding performance, with profit growth in the double-digits and margin expansion. In the face of a tough market, our residential business took aggressive cost reduction actions and ended the year with solid results."

Veterans Win Over \$100 at LLDO Sponsored "Spring" BINGO Game

The semi-annual Iowa Veterans Home Bingo activity was held Tuesday, February 26th. Over one hundred residents participated in the hour long event. The residents took home \$124 in winnings. The next Bingo night will be Tuesday, November 25th. The residents look forward to our organization coming and always have very positive comments of appreciation.

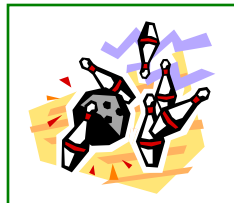
We would like to thank the following volunteers for assisting with the activity: Vicki Miller & Girl Scouts from Troop 969, Jerry Welch & Dylan Mason, Steve Bolar, Jon & Jordan Weber, Toby Brimmer & Crystal Prusha.

- Submitted by Toby Brimmer

Community Services Committee Donates \$250 to Bowl for Kids' Sake Teams

The Community Services Committee donated \$25 to ten separate teams competing in the Bowl for Kids' Sake Fundraiser to benefit the Big Brothers Big Sisters Organization. To qualify for the \$25 donation, each team had to have at least one LLDO member. Donations were limited to \$25 per team so that a maximum number of teams could benefit.

The Bowl for Kids Sake fundraising event will take place on Saturday, March 8 at Totem Bowl in Marshalltown. The event runs from 7:00 p.m. – 9:00 p.m. Contact Vicki Miller (x4216) for more information.



February Blood Drive is a Success!

The Blood Drive held on February 20 was a success with 35 pints donated and 3 first-time donors! The next blood drive will be held in August.

-Submitted by Scott Kilborn

Local Students' Artwork Chosen for Display in Lennox Auditorium

On Saturday, March 1, Vicki Miller and Toby & Sharon Brimmer attended the annual Fisher Community Art Festival, which displays local students' artwork. The LLDO Community Services Committee has purchased artwork from the show for the last four years.

The Committee tries to pick pieces that have a Lennox connection. This year's featured artists will be: Aleese Brooks, Paul Landherr, Madison Wignall, Dakota Ewalt, Lacey Miller, Eisha Oden, Bridget Heddens, Shay Walker, and Taylor Vaske.

It is not work that kills men, it is worry. Work is healthy; you can hardly put more on a man than he can bear. But worry is rust upon the blade. It is not movement that destroys the machinery, but friction.

Henry Ward Beecher

Irish Trivia

- There are 34.7 million U.S. residents who claim Irish ancestry. This number is almost nine times the population of Ireland itself (4.2 million). Irish is the nation's second most frequently reported ancestry, trailing only those of German ancestry. (The ancestry estimates exclude people living in group quarters).
- The nation as a whole claims 12% of residents as having Irish ancestry. In Massachusetts this number doubles to 24 percent!
- In Middlesex County, Mass., 348,978 residents are of Irish ancestry. Among the 54 counties where Irish is the largest observed ancestry group, Middlesex had the highest population of Irish-Americans, with Norfolk County, Mass., second, with 203,285.
- There are three states in which Irish is the leading ancestry group: Delaware, Massachusetts and New Hampshire. Irish is among the top five ancestries in every state but two (Hawaii and New Mexico).
- There are 54 counties where Irish is the largest observed ancestry group. Forty-four of these counties are in the Northeast, with 14 in New York, 11 in Massachusetts and five in New Jersey.

BOOK REVIEW COMES TO A CLOSE

The book review of *Creating a Lean Culture – Tools to Sustain Lean Conversations*, by David Mann, has come to a close. The Professional Development committee would like to thank the Leadership Team for their facilitation of this project and their support of employees through the review. Although the meetings have ended, the Professional Development Committee challenges us to keep the book out, review past chapters, and individually or collectively implement improvements and sustain them.

The Professional Development Committee would also like to thank Jerry Stevick for his e-mail that communicated how the principles can be applied to every job, whether that job directly affects production or is a support function.

The Professional Development Committee will host a follow-up brown-bag luncheon, where we can share stories of success and support each other as we continue our Lean journey. The Power Point and Flip-Chart Summaries may be found on the I-drive/LMC/Book Review.

- Submitted by Lu Ann Wieland

DiSC Evaluation Benefits Sixteen LLDO Members

The January 29 DiSC session was rescheduled to February 14 due to inclement weather. Sixteen salaried employees now better understand themselves due to their participation in this insightful assessment. Our thanks to Jillian Kern, who arranged this event.

Look for a follow-up meeting this spring for employees who have completed the DiSC assessment in February or in previous sessions. The objectives of that 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

LLDO Members Give their First Toastmaster Speech

Ahhh ... Ummmm. . .I completed my first Toastmasters speech. I have a new awareness for how many times I use the Ahhh or Ummm words. The group is very supportive; they all state they have dealt with the same challenge. I have a new challenge! I will work at breaking the old habits and replacing with new, more effective habits. Leah Cox also completed her first Toastmasters speech. She did not utter one single Ahh or Ummm!!! 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 Mike McDermitt

When did you join Lennox?
July 25, 2005

What has been your favorite LLDO activity?
The fund raising events in the front parking lot.

What offices and/or chairs have you previously held?
None.

If you could choose anyone to speak at a monthly meeting (dead or alive), who would you choose and why?
Coach Roy Williams from North Carolina basketball. To talk about team building and motivation.

What is the most adventurous thing you have ever done?
Visited South Africa.

March Madness History

H. V. Porter, an official with the Illinois High School Association (and later a member of the Basketball Hall of Fame) was the first person to use March Madness to commemorate a basketball tournament. A gifted writer, Porter published an essay named March Madness in 1939 and in 1942 used the phrase in a poem, *Basketball Ides of March*. Through the years the use of March Madness picked up steam, especially in Illinois and other parts of the Midwest. During this period the term was used almost exclusively in reference to state high school tournaments. In 1944 the IHSA published a book about its tournament titled *March Madness*.

Fans began connecting the term to the NCAA tournament in the early 1980s. Evidence suggests that CBS sportscaster Brent Musburger, who had worked for many years in Chicago prior to joining CBS, popularized the term during the annual tournament broadcasts.

www.wikipedia.org

Our March Speaker will be Joel Akason, Director of MEDIC (Marshalltown Economic Development Impact Committee). For those of you who may not know the purpose of MEDIC or about its past community involvement, a brief history of the committee is below...

In May 1992, the Economic Development Committee of the Marshalltown Area Chamber of Commerce formed a 501c3 organization: Marshall Economic Development Impact Committee (MEDIC). Their mission was: "To provide a unified voice promoting Marshall County economic development."

This group took off running and within the first few years they were instrumental in the recruitment/expansion of the Lennox air conditioning facility from Columbus, Ohio (856 new jobs created) and the new Hy-Vee store (296 new jobs created). Besides these large achievements, they also initiated the "My Town Marshalltown" image campaign, organized a housing summit and co-sponsored a housing assessment. They started a business visitation program, helped get over \$28 million in capital investment community-wide, and helped area industries with grants and new facilities.

Between 1996 and 2001, MEDIC assisted several local businesses with building and expansion projects including Marshalltown Packaging, Fastenal, H & F Distributing, and Ryerson-Tull. MEDIC recruited Access Direct and assisted KIOWA in its transition to Ace Precision Casting, saving over 100 jobs.

Also during this period, a groundbreaking was held for the 4-lane Highway 330 project, after 8 years of lobbying; an economic impact study of Swift & Company was completed; and 624 new jobs were created.

Between 2002 and 2004, MEDIC celebrated the ribbon cutting and grand opening of Highway 330 and completed a 30,000 square foot spec building in the Marshalltown Industrial Park. They sponsored a Laborshed employment study; began a more aggressive visitation program; and secured \$6.6 million for Lennox from the Grow Iowa Values Fund.

After extensive analysis of the competition, MEDIC began reorganization planning. They hired Essman/Associates to undertake extensive research and they developed a new marketing initiative.

MEDIC also began an extensive conversion of data to Location One information System used by Alliant Energy and the Iowa Department of Economic Development. The 4-lane expansion of Highway 30 LeGrand bypass was celebrated and MEDIC helped Fakespace in seeking assistance from the Iowa Values Fund.

In 2005-2007, MEDIC launched the "Marshalltown Works" initiative, created the 2500 Club to generate a first-ever \$250,000 incentive fund, and targeted a \$1 million 5-year marketing and operations goal.

In addition, MEDIC created the Digital City Initiative with the goal of increasing access to high-speed broadband. This resulted in Marshalltown being the first city in Iowa to create and implement free Internet "wireless zones."

MEDIC helped establish Iowa Connections Region, a 5-county marketing collaboration that includes Marshall, Tama, Jasper, Poweshiek and Benton Counties. MEDIC also developed a new web site and a new prospect/recruiting piece, *First View*. Major recent announcements include the Fisher Research & Development Flow Lab and Alliant Energy Power Plant (\$1 billion capital investment).

After 15 years, MEDIC continues to help the area's economic development and achieve its 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."

Recollections...

Major Events from March 1960

March 5:

Elvis Presley is discharged from the United States Army.

March 12:

A fire at a chemical plant in Pusan, Korea kills 68.

March 21:

Apartheid: Massacre in Sharpeville, South Africa: Police open fire on a group of unarmed black South African demonstrators, killing 69 and wounding 180.

March 22:

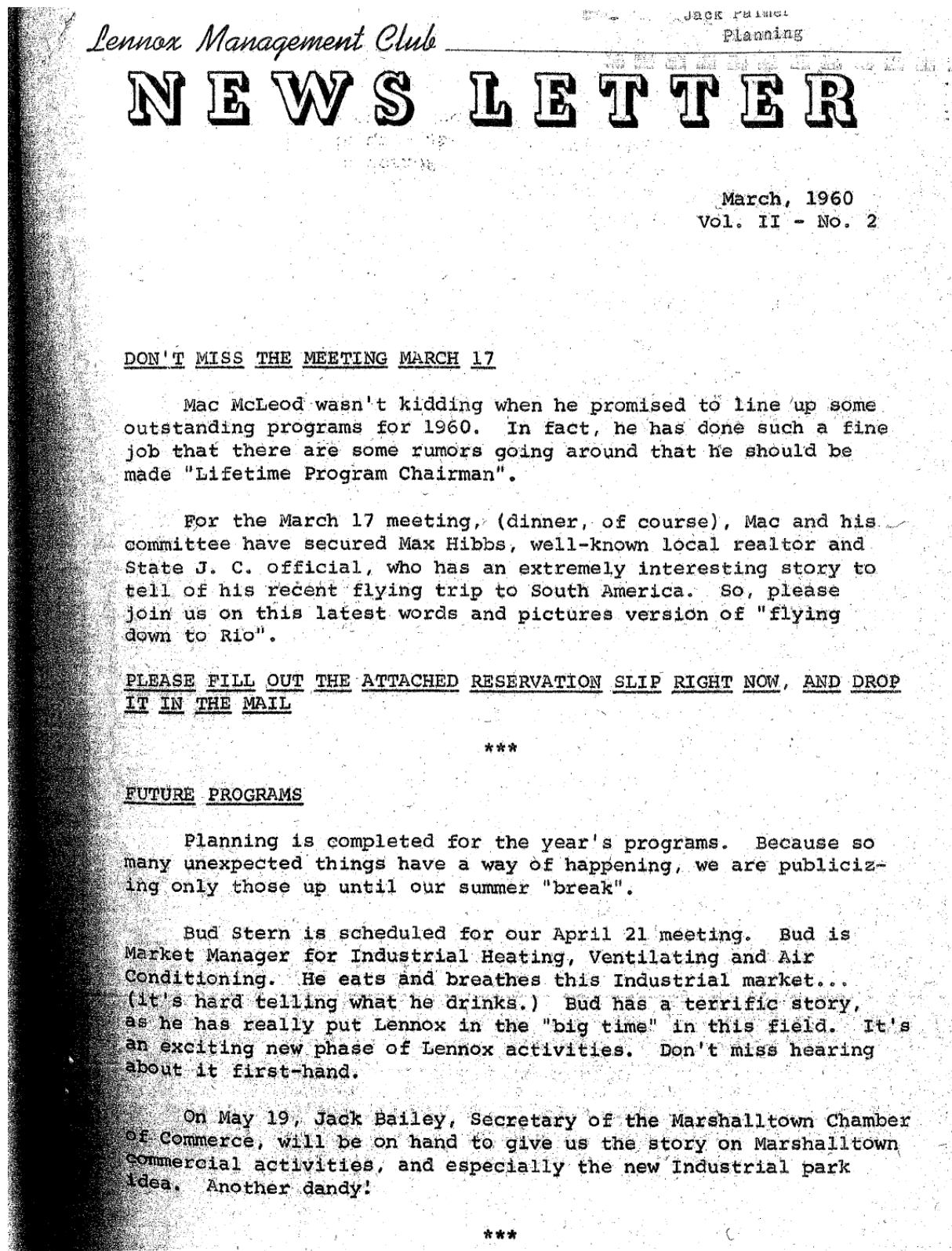
Arthur Leonard Schawlow & Charles Townes receive the first patent for a laser.

March 25:

In London, United Kingdom, Jacqueline Boyer wins the fifth Eurovision Song Contest for France singing "Tom Pillibi".

-www.spiritus-temporis.com

Below is the front page of the March 1960 edition of the "Lennox Management Club Newsletter." It's clear that community development has always been a topic of interest within LLDO (formerly LMC). This issue announced that an upcoming program would feature the Secretary of the Marshalltown Chamber of Commerce as a speaker. The 2008 LLDO Programs Committee is carrying on this tradition by having the Director of the Marshalltown Economic Development Impact Committee speak at the March 20 meeting.



Lennox LDO
March Program on
“Community Involvement”



Joel Akason

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.”

What impact will Alliant Energy have on the business in Marshalltown?

**Come join us in the Auditorium
March 20, 2008
8:00 a.m. – 9:15 a.m.
Breakfast catered by the Cafeteria**



Please R.S.V.P. to Lois Ruth's e-mail invitation by 4:00 p.m. on Monday March 17, 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.