

**Welcome to JAToday! • October 2008**

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**Who is Johnson & Associates?**

If you're receiving this news brief for the first time, you're probably wondering who in the world is Johnson & Associates (J&A) and why am I receiving this information? We've been in operation since 1986 providing economic development, community development and executive search assistance on both a national and international level. Review our web site at [www.jatoday.com](http://www.jatoday.com) and learn more about us and our products. And if you decide you don't want to receive any mailings ever again, just let us know and we'll **remove** your name immediately. But remember, if we remove your name, you won't be receiving notice of what may be the perfect position or program for you. If you are receiving duplicate e-mails, let us know which e-mail address you prefer we use. Keep JAToday coming! Please add us to your address book or approved sender list.



<h2>Greetings</h2> <p><b>Hello across the country to all our friends and clients!</b></p>	
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How could Autumn be upon us already? I thought Spring just sprung! As the weather begins to cool and the leaves begin to change, we wish you a Blessed Fall and Happy Halloween! No tricks here...just treats!

As our nation is in volatile economic times, J&A understands the challenges your organization faces and we want to help you become more efficient in your efforts to streamline your operations. We hope you enjoyed the last newsletter containing some tips from our partner, HRGroup, regarding "Leading During Turbulent Times." We have included another article from HRGroup about how to keep talent.

You can count on us if your team is facing issues you haven't had to address before. J&A is your one-stop shop for executive recruitment, community and economic development services, effective communications, team-building, and leadership development. We can find ideal solutions to your organization's challenges. Don't let the slowing economy slow down your business! Call J&A today to see how easy it can be to improve your business in a down market!

Thanks again for your business,

Chloe



**Between a Rock and a Weird Place**

**Pflugerville, Texas** is sandwiched between Round Rock and Austin, where the shop-at-home slogan is "Keep Austin Weird." So, the fine folks in Pflugerville have begun using the slogan "Between a Rock and a Weird Place." The clever slogan implies their location, but also that they have a sense of humor, which is a great asset when you are a community growing at such an incredible pace!

**Charles Simon**, Assistant City Manager and Economic Development Director of Pflugerville, Texas, has a vision for his city. Part of this vision is to provide local residents and potential residents and businesses with a good visual presentation of his city. Charles saw an opportunity to make use of spherical imaging technology after seeing the sanctuary of the Pflugerville Methodist Church and hired **Armillary Inc.**, a J&A Partner, to develop several images around Pflugerville.

In early August, Armillary Inc. visited with Charles and his staff to work in selecting areas of the city that they wanted to showcase. It took only one day to shoot the images and they can now be seen on the Pflugerville web site at [www.pfdevelopment.com](http://www.pfdevelopment.com) under the heading of Community – Virtual Tour of Pflugerville. Check it out and see how this technology can help showcase specific areas of your community.

Congratulations to Charles Simon for his decision to bring this technology to his new web site. These images can also be seen at [www.armillaryinc.com](http://www.armillaryinc.com) along with other locations throughout the US.

If your organization could benefit from marketing tools like this, please visit the website or call J&A to discuss your options and how Armillary can custom design a pricing package that meets your budget!

## “Keeping Talented People Working...and Working for You!”

When employees feel overworked, under-recognized or dissatisfied --- they will eventually find new work that offers them what they really want.

You won't find **"being taken for granted"** at the top of any list of what talented workers want in a job. In *"Keeping Good People - Strategies for Solving the #1 Problem Facing Business Today"* five reasons are given explaining why talented people leave their jobs and go elsewhere:

### **"I don't get what I need to do my job well."**

People really want to do a good job. But when they are frustrated by too many rules, incompetent supervisors, inadequate tools or insufficient information, they take action --- they start looking for other places to work.

### **"They wouldn't miss me if I were gone."**

Even though leaders may value employees, they don't tell them often enough. If they are regarded as expendable, employees will look for a position where they are appreciated.

### **"There's no opportunity for advancement."**

People want to grow --- to sharpen their skills and pick up new ones. If workers don't see learning opportunities in your organization, they'll find a place where they can learn and grow.

### **"It doesn't feel good around here."**

If workers are concerned about their company's reputation or physical conditions like comfort and convenience and safety or the clarity of their mission, they will search for a new work environment in which they are comfortable.

### **"The compensation doesn't meet my needs."**

Of course workers want fair compensation. But, the first four reasons listed above take priority. If they are not well-met --- even if pay checks are substantial --- you'll hear: "you can't pay me enough to stay here"!!

### **Are You Retaining Top Performers by addressing what they need and want?**

Every organization is challenged to select and retain the best talent possible, but the most talented employees are in demand --- and on the move. To counter that, consider investing in an Organizational Survey that will assess what your staff needs and wants. Armed with that information you can develop targeted strategies to keep top talent working for YOU.

Ted Szaniawski stands ready to tell you more! Call or email Ted at HRGroup to schedule a presentation on Building a High Performance Team. Tell him Chloe sent you!

Phone: 480.753.6188  
Email: [ted@hrgrouponline.com](mailto:ted@hrgrouponline.com)  
Web: [www.hrgrouponline.com](http://www.hrgrouponline.com)

## Go Green!

Since we're all working and playing on this big blue orb together,

**Johnson & Associates** and **HRGroup** thought we would share some ideas to help everyone **"Go Green"** and rally round the environment. From time to time, we plan to feature a tip for you and your business to make a positive impact on our environment...and your bottom line! Please let us know what you think.

### Green Tip of the Month:

Develop your Green Employer Brand to protect the environment and enhance recruitment and retention.

As part of becoming a "green employer", various strategies for alternative transportation and/or commuting should be examined and implemented. Examples include:

- Travel reduction practices substituting video conferencing in lieu of meetings
- Telecommuting policies to allow employees to work from home one day per week or even one day per month.
- Implementation of 4-10 work weeks where feasible including rotating days off to continue to provide for customer and internal coverage.
- Company assistance in encouraging, organizing and rewarding car/van pools.
- Providing a financial incentive (ranging from \$1,000 to \$5,000) towards the purchase of a hybrid vehicle - then add preferred or free parking as an added, ongoing incentive.
- Promoting and supporting the use of public transit and biking.

These strategies and other similar ones have proven effective in organizations adopting a "green brand" in terms of reducing the organization's carbon footprint, enhancing recruitment and retention, and at the same time improving customer loyalty and public opinion.

Definitely a "win-win"!

## Recent & Upcoming Events

Chloe really enjoyed this year's **Texas Economic Development Council (TEDC)** Annual Conference September 29 – October 1. It was held in Austin this year and the program was **Sustainable Development**. We joined the 300+ attendees to learn about the future of energy and economic development! This is the best event for economic and community development professionals in Texas, and even if you're from another state, TEDC's conferences are worth traveling to learn cutting edge economic development trends.

J&A wants to extend congratulations to two customers who were honored at **TEDC** as the 2008 **CEDA** (Community Economic Development Award) winners! J&A is proud to have placed **John Osborne** in **San Antonio**, and **Dan Rogers** at the **Kendall County EDC**! Congratulations to all the nominated communities and their impressive projects, but a special recognition to our customers!

If your organization is looking for a new executive director who can make your program an award-winning one, call J&A today to learn how we can put our 9,000+ strong network to work for you! We know how to find the right person for your position!

Chloe told you in the last newsletter how wonderful the **Southern Economic Development Council (SEDC)** 2008 Summer Seminar was in Orlando/Kissimmee, Florida. In the J&A November newsletter, look for "**Tips on Making a Good First Impression**" that Chloe shared with the SEDC attendees!

Mark your calendars now to attend the **Texas Community Development Institute (CDI)** in The Woodlands on March 2-6, 2009. Find more information at [www.lonestar.edu](http://www.lonestar.edu) or email them at [cdi@lonestar.edu](mailto:cdi@lonestar.edu)

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## Congratulations

J&A friend, **Donna Maisel**, vice president of the **Nacogdoches Economic Development Corp.**, has been named executive director of the **Marshall Economic Development Corporation**, effective Sept. 22. She is replacing **Cliff Todd**, who resigned last month to accept a position with a local industry.

Maisel began with NEDCO nine years ago as an administrative assistant, quickly working her way up to assistant director and then vice president. Prior to her association with NEDCO, she was administrative assistant to the Nacogdoches city manager for seven years. She also is a former court administrator for the Nacogdoches County Court-at-Law, a position she held for five years. Prior to that, she was office manager and sales supervisor for a Nacogdoches manufacturing company.

Maisel holds a bachelor's degree from Sam Houston State University and is a graduate of the Economic Development Institute at the University of Oklahoma and has been recognized as a Certified Economic Developer by the International Economic Development Council in Washington, D.C. Please join us in congratulating Donna in her new role!

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**Johnson & Associates, A Full Service  
Community Economic Development Provider.  
We deal in futures ..... yours!**

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