

Executive Search • Community Economic Development Management • Team Talk
Welcome to JAToday! • November 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 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.

Greetings

Hello across the country to all our friends and clients!



As the election season comes to a close, our nation has elected a new President. We at Johnson & Associates are hoping for an improved economy and stable stock market so that America can get back to business.

We have heard from many of you that your organizations are feeling the economic and credit crunch, and that lean-and-mean is the new mantra. J&A and our partners have unique tools to assist you in your efforts to implement new efficiencies and tighten up your operations.

Just as it is every year-end, now is the time to begin planning for your 2009 programming, getting new board members up to speed, and evaluating your returns on investments. Although your financial investments may not be where they once were, you can count on J&A to maximize your investments in talent. If you find yourself challenged with having to do more with less, we have programs tailored to your needs. We can show you ways to prepare for a successful 2009, even with limited resources.

Call J&A today to see how a small investment in improving your own operations can reap huge returns in personnel performance!

May God bless America during our leadership transition.

Chloe Johnson

Executive Recruitment

Will the New Year bring a need for a new City Manager, Professional Chamber Executive, or Economic Development Director? Have you been considering changes at your organization? Now is the time to begin the process to find the next executive for your organization!

We specialize in executive placement services for these types of community leadership positions. Our network is worldwide and our strong reputation helps fuel our repeat customer base.

Executive Recruitment has been the foundation of our business at J&A and we find ways to improve the process a bit every year. We go to great lengths to identify qualified applicants for your position, screen them for your selected criteria, present you with ideal candidates, and orchestrate the interview process to meet your needs. At J&A, we recognize every client has different needs and we tailor our services to exceed your expectations.

We encourage you to visit our website at www.jatoday.com to read the testimonials from our many happy clients. Call J&A today to learn about our unique process and very affordable rates.

“Staying Great in Tough Times”

J&A's partner, **HRGroup**, is made up of experts who know how to help your business stay great in tough times and had this to share:

Most of our clients have read **Good to Great** and practice the principles contained in the book. "Getting the right people on the bus," is an often quoted phrase in the work we do with clients to "select the best."

In a recent article in Fortune magazine, Jim Collins expands on his initial ideas with, "The Secret of Enduring Greatness." Following are edited excerpts from the article:

Many times I am told that we should forget about building great companies that endure. One technology pundit stated:

"We live in an era when nothing can be built to last.

Everything is in flux; nothing can sustain."

His argument feels particularly sharp today when we read that Bear Stearns disappeared over a weekend after eight decades of growth. Some of the most celebrated companies in history no longer even appear on the Fortune 500, having fallen from **Great to good** to gone. Companies like Scott Paper, Zenith, Rubbermaid, Teledyne, Warner Lambert, and Bethlehem Steel have all fallen off the Fortune 500 list.

But if we look through another lens, we can see a different story, a story of well-founded hope. For one thing, we find clear examples of enduring greatness. In 1873, more than two decades before the American Civil War, William Proctor and James Gamble formed a partnership to make soap and candles. In 1955, P&G stood at No. 27 on the Fortune 500; today it is No. 23.

General Electric's Charles Coffin brought forth perhaps the most significant business innovation of the past 200 years: systematic management development. GE created generations of leaders and thereby produced more than a century of sustained success so reliable that a hiccup in quarterly profits can drive down the entire stock market. Today GE is No. 6 on the Fortune 500.

Recipe for Sustaining Greatness

- Companies do not fail primarily because of what the world does to them or because of how the world changes around them; they fail first and foremost because of what they do to themselves.
- Great companies that have achieved and sustained greatness have trained leaders who could evolve and create a portfolio of flywheels - yet they also held tight to core values that have remained fixed for 100 years or more.
- Whether you prevail or fail, endure or die, whether you make it onto the Fortune 500, and whether you stay there, depends more on what you do to yourself than on what the world does to you.
- Throughout history the greatest companies have used adverse times to their advantage.
- When you've built an institution with values and a purpose beyond just making money - when you've built a culture that makes a distinctive contribution while delivering exceptional results - why would you surrender to the forces of mediocrity and succumb to irrelevance?
- The best corporate leaders never point out the window to blame external conditions; they look in the mirror and say, "We are responsible for our results!"

Can "Culture" be measured in YOUR organization?

Every position has a unique culture which may or may not be similar to the overall organizational culture. Tools are available that enable organizations to determine the type of individual that would be most successful in a given position. If you are curious about workplace culture, please contact us at info@hrgrouponline.com

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
Web: www.hrgrouponline.com

Making Good Impressions in Person & on Resume

Chloe told you in the last newsletter how wonderful the **Southern Economic Development Council (SEDC)** 2008 Summer Seminar was in Orlando/Kissimmee, Florida. Because of the high demand for her presentation to SEDC attendees regarding "**Tips on Making a Good First Impression**," we are sharing it with you here this month:

- Before the interview, research the organization, selection committee, staff, community, and business climate.

- Walk fast when entering the interview. Studies show that people who walk fast are successful.
- Fine tune your handshake.
- Your first twelve words should express appreciation for the interviewer(s)' time.
- Call the interviewer(s) by name. The sweetest sound is our own name!
- Pay attention. Eye contact says you are paying attention and are interested. Leaning in toward the interviewer(s) makes you appear engaged and involved in the conversation.
- Make sure your hairstyle is appropriate. People don't want to do business with someone whose hairstyle does not look professional.
- Make sure your shoes are appropriate. They look from your face to your feet. Shoes may be the last thing you put on, but they are often the first things the interviewer(s) notices.
- A good reference can win or lose a job for you. Match references to interviewer(s) board members.
- Make no excuses as to why you left your last job.
- Don't answer and chat on your cell phone during the interview.
- Make sure your resume is accurate. Research shows that people often exaggerate.
- The appearance of your resume counts: don't use cheap copy paper; check for typos and grammatically errors; and use spell-check to find mistakes you may have missed.
- Does size matter? If your career warrants a two-page resume, then create a document that reflects the full range of your experience.
- Put your best foot forward on your resume; present specific accomplishments and achievements rather than areas of responsibility.
- Technical skills are important, but behavior skills are equally vital: demonstrate self confidence, communication skills, commitment, vision, strategy, and passion.

“Green” is Red Hot in Job Creation

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:

According to a study by Management Information Services Inc., a Washington D.C., research firm that has been tracking green jobs for two decades, the new industries of environmental management and protection have created 5.3 million jobs in the United States alone.

In the past, environmental jobs were mostly about regulatory compliance; now, they are supporting a wide variety of initiatives, including sustainability, water processing, and alternative energies. By 2010, "green employment" will reach 5.8 million jobs and by 2020, a whopping 6.9 million.

Moreover, sales in the green-industries---including energy suppliers and consumer-products makers---are expected to climb from \$341 billion in 2010 to \$496 billion in 2020. When industries grow like this, you can expect significant job creation.

What more and more employers have discovered, particularly in light of the IBM Global Business Services Study on Corporate Social Responsibility, is that "being green" is cost-effective in all kinds of ways...not only does it make the organization more attractive to employees, but to customers as well.

Upcoming Events

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 or email them at cdi@lonestar.edu

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Dayton Community Development Corporation, Dayton, Texas Seeks Executive Director

Position Description

The Dayton Community Development Corporation (4B) is seeking a visionary Executive Director. Must be experienced in all facets of Community Economic Development and familiar with (or willing to become familiar with) Texas tax laws/rulings that affect the operation of an organization. Must perform highly professional management and administrative work that involves planning, organizing, coordinating, and directing the economic development programs, including active efforts to attract business and industry. Marketing and public relations skills coupled with integrity will be keys to success in this position. Previous experience working with business retention and expansion programs is desirable. The Executive Director should be a self-motivated, creative, innovative, realistic, results-oriented individual. This candidate should possess excellent verbal and written communication skills when working with the staff, citizens, and media. The candidate must have strong listening skills and the ability to problem solve. The successful applicant will be expected to be continually familiar with the latest trends and techniques in community economic development, as well as maintain professional affiliations to enhance professional development. Must serve as host to industrial site location teams who are evaluating the city and area and be a liaison between city official

and the DCDC board members.

Required Qualifications and Skills

A Bachelor's degree in a related field is required with 1-5 years EDC experience.

Compensation and Benefits

Annual salary is \$55,000 to \$65,000 per year plus an excellent benefit package.

Information About the Liberty-Dayton Area

The Liberty-Dayton area offers a relaxed quality of life in a small-town setting in the southeast region of Texas. Coupled with easy access to the major business and entertainment districts of Beaumont to the east and Houston to the west, Dayton is located at the key intersection of four important highways in Liberty County. Just north of the Liberty-Dayton area, visitors can explore the towering forests and abundant wildlife of the Big Thicket, and to the south, enjoy the beaches and waterways of the Gulf of Mexico. Our location affords residents and guests a variety of choices in leisure activities, commerce and opportunities for higher education. Dayton's 6,103 residents are well known for their southern hospitality and Texas charm. As the fastest growing community in southeast Texas, no other area of the country offers greater opportunity to families, new businesses and industry than Dayton, Texas.

Due to its close proximity to Houston, Dayton's broad transportation needs are well met. The George Bush Intercontinental Airport is 26 miles and the Houston Hobby Airport is 45 miles from downtown Dayton.

This is **not** a J&A job advertisement. Interested applicants should mail a cover letter, resume and salary history to **Dayton Community Development Corporation**, attention **Cary Lyons**, 212 Bryan Street, Dayton, Texas 77535, Telephone No. (936) 257-0055. DCDC is an EOE.

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