



Johnson & Associates

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J&A ... Exceeding Expectations in Community Economic Development Since 1986!

Executive Search • Community Economic Development Management • Team Talk

Welcome to JAToday! • September 2009

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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.

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Celebrate!

Greetings!

J&A is so proud to be celebrating 23 years serving you! August 13th was our anniversary date, and even as we reflect on the years, it is hard to believe it's been 23 of them!

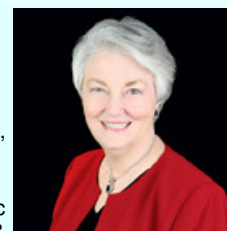
We owe our success to you, our clients and friends! It is your steadfast support, enthusiastic referrals to others, and repeat business that has kept us as the go-to firm for community & economic development services across America. Thank you for that!

Over the years, you have told us how we can serve you better, improve our services, and add additional products to meet your organization's needs. For this, we are extremely grateful, it has made us a better company and kept us on our toes.

We hope that you will revisit our services menu if you haven't taken advantage of them lately. We have new products and services, and have built partnerships with other firms that complement our offerings and benefit your business. Whether you need a new executive director, city manager, or police chief...or if you just need to streamline your team to become more focused on higher productivity, you can turn to us. Improved communications and increased efficiencies will help you run your operation better. Call J&A today to learn how we can custom-design a plan that meets your unique needs!

Thank you for a wonderful 23 years! Here's to the next 23!!

Cheers!
Chloe Johnson



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### Celebrate ... more?

J&A is not the only one having a birthday! Chloe Johnson is having a birthday in October, but wants you to send her presents now! Huh?

Chloe's daughter, Susi, recently asked her how she wanted to celebrate her birthday this year and to her surprise, Chloe answered "I want presents...lots and lots of presents!" Most folks say "please, no gifts," but not Chloe. Susi had to get to the bottom of that and found out that Chloe wants you to Pay It Forward for her birthday!

Chloe is challenging you to participate in a random act of kindness for the benefit of someone else. She wants you to select a person, a pet, a place, or our planet between now and her birthday, October 18th. Then email or post-mail a photo and/or description of your "good deed" to her daughter, Susi Long ([susi@jatoday.com](mailto:susi@jatoday.com)) who will put them all together in a birthday celebration scrapbook!

Chloe is thankful for your generosity and she wants you to celebrate with her by bestowing your generosity onto someone else! Please have fun Paying it Forward!!

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Unleash the Talent Revolution™

J&A's partner, HRGroup, in collaboration with several other consultants, have a new Blog titled: Unleash the Talent Revolution™ - Getting Ahead of the Power Curve.

Please go visit them at www.unleashingtalent.com

Ted Szaniawski and John Guettler have posted entries there that your business can use today to operate with greater effectiveness! Check out "Is Money a Motivator? Yes, No, and Maybe!" by Guettler to better identify if your compensation structure is providing a motivator or detractor for your employees! Chloe Johnson said "Managers often underestimate the value of identifying each employee's 'hot button' motivators. A monetary raise is not the only relevant display of recognition, and those managers who show respect for their employees by learning what motivates each person and providing them with the opportunity to earn those things, are the managers that are going to be able to retain top talent and maximize their investment in that employee!"

We hope our readers enjoy the new blog as much as we at J&A do! Great job Ted and John!

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Improving your Email Etiquette

At **J&A** and **HRGroup**, we like to share interesting articles, even if they aren't written by us. We found this article on www.cmctraining.org and thought you'd find it interesting. Proper email usage is critical to your reputation in business. Read on to check your habits against the ideal:

Your e-mail is as much a part of your professional image as the clothes you wear, the "snail mail" letters you write (assuming you still do), the greeting on your voice mail, and the handshake you offer. If you want to build positive business relationships, pay attention to your e-mail and steer clear of these 10 common e-mail mistakes:

1. **Blank or Trivial Subject Line.** Never send a message that reads "no subject." Given the huge volume of e-mail that each person receives, the subject header is essential if you want your message read in a timely fashion. The subject line should give a snapshot of your message. "Hi" or "Hello" does not compel the reader to read your message promptly.
2. **Failure to Change the Header to Correspond with the Subject.** Label each message for what it is, that is, "contact info," "graphics," or "home page." Don't just hit "reply." That way your reader can locate a specific document in her message folder quickly. If you change the subject altogether, start a new message.
3. **Not Personalizing Your Message to the Recipient.** E-mail is informal but it still needs a greeting. Begin with "Dear Mr. Broome," "Dear Jim," "Hello Jim," or just "Jim." Failure to personalize your message makes your e-mail seem cold.
4. **Not Accounting for Tone.** When you communicate with another person face to face, 93% of the message is non-verbal. The e-mail reader cannot see your face or hear your tone of voice, so choose your words carefully and thoughtfully. Put yourself in the other person's place and think how your words may come across in cyberspace.
5. **Forgetting to Proofread.** In the early days of e-mail, someone created the notion that this form of communication did not have to be letter perfect. Wrong. It is a representation of you. Use proper capitalization and punctuation and always check your spelling. Remember that your spell checker will catch misspelled words but not misused ones. A good practice is to enter the name and e-mail address of the person to whom you are writing after you have composed the e-mail. Check everything over carefully first. Proofread for grammar, punctuation, spelling, and clarity. Did you say what needed to be said? How was your "tone of voice"? If you were the least bit emotional when you wrote the e-mail, did you let it sit for a period of time before sending? Lastly, did you include any attachments you wanted to send?
6. **Writing the Great American Novel.** Keep your message short. Use only a few paragraphs and a few sentences per paragraph. People skim their e-mail, so a long missive is wasted. If you find yourself writing an overly long message, pick up the phone or call a meeting.
7. **Forwarding E-mail without Permission.** Most everyone is guilty of this one, but think about it. If the message was sent to you and only you, why would you take responsibility for passing it on? Too often confidential information has gone global because of someone's lack of judgment. Unless you first request permission, do not forward anything that was sent just to you.
8. **Thinking That No One Else Will Ever See Your E-mail.** Once you hit the "send" button, you have no idea where your e-mail may end up. Don't use the Internet to send anything that you wouldn't want to see on a billboard on your way to work the next day. Use other means to communicate personal or sensitive information.
9. **Omitting Your Signature.** Always close with your name, even though it is included at the top of the e-mail, and add contact information such as your phone, fax, and mailing address. The recipient may want to call you or send you documents that cannot be e-mailed. Creating a formal signature block with all that data is the most professional approach.
10. **Expecting an Instant Response.** Not everyone is sitting in front of the computer with their e-mail open. The beauty of Internet communication is its convenience. People can check their messages when it suits them, not you. If you require an immediate response, use the phone. A well-crafted e-mail makes a powerful impression and can help you establish positive professional relationships. Use the technology effectively and appropriately and I guarantee you will reap the rewards of that effort.

About the Author:

Lydia Ramsey is a business etiquette expert, professional speaker, and corporate trainer. She is the author of *Manners That Sell—Adding the Polish That Builds Profits*. For more information about her programs, products and services, visit www.mannersthat sell.com

Note From J&A: One more offense still seen, though rarely, is the improper use of ALL CAPS. All caps implies shouting at the reader and portrays the writer as either angry or having poor manners or both, so be sure to avoid that!

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Executive Recruitment Services

If your organization is considering a search for a new economic developer, chamber executive, city manager, police chief, or any other position, J&A will search the entire country for the applicants who will be the right fit for your organization. For over 23 years, we have earned a strong reputation for

Careful placement of the ideal candidates for many organizations. You can trust our experience and 10,000+ strong database to match you with the applicants you desire to fill your positions! We encourage you to speak with some of our clients to find out how pleased they were with our executive recruitment services.

Call J&A today to learn how affordable and valuable this service could be to you!!



Upcoming Events

Join J&A at TEDC's (Texas Economic Development Council) Annual Conference, September 29 – October 1 at the Hyatt Riverwalk in San Antonio. Register today at www.texasedc.org

Chloe Johnson is celebrating her 30th year as a member of TEDC this year! TEDC turns 48 this year and Chloe is proud to have remained a member for 30 of those years! She'll see you there!

It's not too early to mark your calendar for TML's (Texas Municipal League) Annual Conference, October 20-23 in Ft. Worth. Find more info and register at www.tml.org



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

