

Welcome to JAToday! February 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.

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**Happy Valentine's Day**

At J&A, We  Our Clients!

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Athens (TX) Economic Development Corporation
President & CEO Announcement

J&A is pleased to announce that the **Athens EDC** has selected **Mr. Chris Potter** as their new **President/CEO**.

Mr. Chris Potter of McKinney, Texas, holds a Bachelor of Arts degree from the University of Texas. Most recently, Mr. Potter served the McKinney Economic Development Corporation as the Director of Marketing, as well as the city of Ennis, Texas. He is scheduled to begin his duties February 11, 2008.

The Athens Economic Development Board of Directors met on Friday, January 25, to review the credentials of five individuals that were interested in becoming the next President/CEO of the Athens EDC. These five finalists were selected from a field of 22 qualified individuals, eager for the opportunity to assist Athens in its quest for excellence in Economic Development.

The extensive two day interview process included a tour of the Athens area where the candidates and their spouses were given an opportunity to see the growth areas as well as the quality of life including the business park, housing, schools, the arena, Arboretum, as well as the Fishery. "We will actually take them on a tour just as we would a

prospect that is considering locating a business in Athens," said Mr. David Daniels, Chairman of the Board. Following the tour, a reception was held at the Country Club that included key individuals from the community. The second day of the process, the candidates were interviewed by the Athens EDC Board of Directors.

We, at J&A, would like to congratulate Chris on being selected, and to wish the Potter family health and happiness.

Here's what our successful applicant and client have said:

"I am very excited about assuming the position of President & CEO of the Athens Economic Development Corporation. David Daniels and the entire Board of Directors have been exceptional in welcoming me to the community. My wife, Robin, and I have found Athens to be a beautiful city full of friendly people. We look forward to relocating here and making a contribution to the economic vitality of the city."

- **Chris Potter,**

President & CEO, AEDC

"It was a pleasure to deal with Chloe Johnson. In the search for a new president and CEO for AEDC, her expertise in guiding the board saved us time and money. The board recognized early on that her step-by-step process would help us identify the candidate that best fit our management style. The entire process was really smooth from day one all the way through the interviews and job offer."

- **David M.**

Daniels, Chairman, AEDC

City of Gonzales (TX) City Manager

Johnson & Associates has been accepting resumes on behalf of the City of Gonzales for the position of City Manager. The application period closed on February 1st. We received many applications and are in the qualifying phases of the project. Stay tuned next month for updates on the progress of this exciting search!

Executive Recruitment

Have you been considering changes at your organization? We are in our 22nd year helping groups like yours find your ideal candidate! We specialize in executive placement services for community economic development organizations, chambers of commerce and city/county administration. 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. You can see from our website at www.jatoday.com the testimonials from happy clients. Call J&A today to learn about our unique process and very affordable rates.

Important Events

The 2008 **Community Development Institute (CDI)** will be held again this year in The Woodlands, Texas at Lone Star College March 3-7. CDI has been held in Texas since 1997 at the North Harris Montgomery County College District, which has just recently changed their name to **Lone Star College**. Each year, participants have benefited from sessions that provide basic practical principles of Economic and Community Development that has provided many new ideas for communities.

You can also take the **PCED** (Professional Community Economic Developer) certification exam there. Advanced Year Attendees can test on March 5th at 9:00am, and Year III students and any others qualified to test can do so March 6th at 1:30pm.

Visit <http://wwwappsdstc.nhmccd.edu/cbed/cdi/> to learn more. (That's right...there's no "dot" after the www) Registration (\$595) is still open. You can register online or call Cathy Owen at 832/813-6623. Register today!

Business Retention & Expansion International (BREI) will hold its 15th **Annual Conference** in Wichita, Kansas June 2-6, 2008. This year's theme is "Pioneering the Future"

BREI is a non-profit association of economic development professionals who work to advance business retention and expansion as an economic development strategy. BREI facilitates scientific research, instruction, publications, meetings, and other activities designed to advance and disseminate knowledge in retaining and expanding existing businesses in a given region.

Who attends? Hundreds representing various private and public organizations, universities, private consultants, utilities, and economic development practitioners from local, provincial, state, and national governments.

Register today at www.brei.org

Where We've Been

You read last month that **Steve Vassallo** had recently facilitated the Strategic Planning Retreat for the **Cuero (TX) Development Corporation**. This was his third time to be invited to Cuero, Texas, and they are once again pleased with the outcome:

"Last week was truly a pleasure. I appreciate how hard you worked. It is amazing the things we can accomplish once we put our minds to it. The CDC is looking forward to new challenges. Our updated strategic plan is a great way to start. Thank you!"

- **Shelly South Pennell, Executive Director,**

Cuero Development Corporation

Chloe Johnson attended the **IEDC (International Economic Development Council) Annual Leadership Summit** in Orlando, Florida earlier this month. She enjoyed many of the speakers and the always-great networking opportunities especially the CECD Breakfast where she caught up with other CECDs across the country! Chloe said "The Hot Topic Discussion Roundtables seemed to be a hit this year. I was particularly happy to see so many friends and clients I have worked with for the past 22 years from all across the country! I also got to meet so many new folks there this year!"

Celebrating Anniversaries

J&A is proud to announce that we are celebrating two significant anniversaries this month!

Susan Long:

February marks the anniversary of **Susi Long, Director of Operations**. Susi began her career with J&A at its inception in 1986. She returned in 2005 as the Communications Coordinator, and is now the Director of Operations for J&A. She coordinates communications, applicant processes for executive searches and is a facilitator for our Dynamic Communication Workshops. She is often the first point of contact for our many clients. Thanks, Susi, for all you do!!

HRGroup, LLC:

J&A is also celebrating the 1st Anniversary of our partnership with **HRGroup, LLC** in Tempe, Arizona. **Ted Szaniawski**, Principal, and **John Guettler**, Senior Consultant, have provided management consulting services throughout the Western United States since 1995. They work with clients to ensure the selection, retention, motivation and development of key employees.

Last year, when J & A forged this relationship, our plan was to provide joint services for clients that would combine our unique talents and yield programs with more added value than either firm could offer alone. **And what a year it has been!!!**

We have customized and presented programs to clients in Arizona, California, Louisiana, South Carolina, Texas and Washington. We are pleased to say that what we delivered to our clients produced results far exceeding what they expected!! Please review the sample programs outline at the end of this newsletter.

Last, but not least. In Texas we have a saying:

“IT AIN’T BOASTIN’ . . . IF IT’S TRUE”!!

Johnson & Associates and HRGroup were recognized and received awards for their work during the last year. At the Target Training International (TTI) annual conference held in San Diego in January, and before the nearly 500 attendees from around the world and the members of TTI’s exclusive Chairman’s Club, our organizations were acknowledged.

J & A received a “2007 Community Service Award”

HRGroup received a Chairman’s Club Award for “Superior Performance”

**J&A is looking forward to another great year with HRGroup!
Thanks for being a partner with J&A!**

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**Speakers Bureau**

Need a speaker for your upcoming conference, luncheon, dinner, banquet, or other special event? Visit [www.jatoday.com](http://www.jatoday.com) and click on Services to view our Speakers Bureau topics. If you have a topic not listed here, call us to discuss developing a presentation tailored to your needs!

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PERFORMANCE IMPROVEMENT WORKSHOPS

Workshop One:
DYNAMIC COMMUNICATION™

**“It’s not enough to be talented and have great technical skills . . .
you must also master the art of interpersonal relationships”.**
--- Judy Suiter, President, Competitive Edge, Inc.

The Dynamic Communication Workshop is a perfect way to open a retreat or an annual conference. It is ideal for staff, committees, boards, council members and businesses as a way to significantly improve communication skills and relationships.

Expected Outcomes:

- Win/Win Interactions
- Increased Job Satisfaction
- Enhanced Productivity

- Reduced Tension
- Improved Relationships

The Dynamic Communication™ Workshop is a one-hour program. Participants will be provided with personalized Success Insights Team Building Reports™ which capture their work characteristics, value to the team and organization and team effectiveness factors. The workshop is priced at \$1,000 for up to ten (10) participants. Additional participants are \$85 each.

Workshop Two:
BUILDING HIGH PERFORMANCE TEAMS

“Once employees begin to operate effectively in teams, you can begin to expect dramatic reductions in expenses . . . and significant improvements in satisfaction and performance”!

--- Edward Lawler, Professor of Business, University of California’s Marshall School of Business

People are the greatest asset of any organization, and the team approach maximizes the effectiveness of people in order to increase performance. When working as a team, people become part of the solution . . . instead of part of the problem!

Expected Outcomes:

- Increased Team Productivity
- Improved Work Quality
- Better Team Member Attitudes
- Increased Job Satisfaction
- Reduced Employee Turnover
- Quicker Decision Making

Building High Performance Team Workshops can be four or six-hour programs. Both workshops provide personalized Management-Staff Reports™ which capture the Workstyles™ of participants. The expanded program incorporates a team diagnostic exercise which evaluates the effectiveness of the team. The four hour program is priced at \$2,500 for up to ten (10) participants, and the six hour program is priced at \$3,500. Additional participants for either program are \$200 each.

Workshop Three:
COACHING

“Coaching focuses on how to take good people . . . and make them the best that they can be. Positioning them to work more effectively and cohesively and making the most of their capabilities”.
 From “The Art and Practice of Leadership Coaching” --- Morgan, Harkins & Goldsmith

Whether conducted as one-on-one sessions or in a group setting, Coaching addresses each participant’s WorkStyles™ and Workplace Motivators™ --- in other words the process focuses on “how” individuals do what they do as well as “why” they do the things that they do.

Expected Outcomes for participants:

- Understand General Characteristics
- Learn Personal Attributes
- Recognize how Decisions are made & how Challenges are approached
- Identify Communication Styles
- Categorize Value to the Organization and Ideal Work Environment
- Learn the Keys to Motivating & Managing
- Understand the Behavioral Hierarchy
- Understand the Values that Drive Actions & Decisions

The Coaching Workshops are tailored to the unique needs of the individual or group and incorporate the use of two validated assessment tools that capture the WorkStyles™ and Workplace Motivators™ of participants. A typical group program is six hours and priced at \$4,500 for up to ten (10) participants. Additional participants are \$200 each.

The workshops presented by Johnson & Associates and HRGroup, LLC all incorporate assessments developed and produced by Target Training International (TTI). More information regarding TTI can be found at www.ttiltd.com.

TTI now proudly provides more than 100,000 companies with validated assessments that pinpoint the behaviors and actions required to be top performers.

Leading-edge research continues at TTI to meet the ever-changing needs of the marketplace with new technology and tools. Reliability and validity are key factors to the continual growth and success of TTI products.



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