

Welcome to JAToday! • July 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!



Our country's Independence Day is right upon us. Of course, we all associate this fun (and hot!) holiday with getting together with friends and family for fireworks, cookouts, and parades. This holiday always brings gratitude to my mind – gratitude for not only the Declaration of Independence signed on July 4, 1776, but for our own individual freedoms. We are so fortunate to live in this country, with its opportunities and possibilities, and the brave men and women who protect these gifts!

As you and your family celebrate this year, I hope you will take time to reflect on your own appreciation for our freedoms. If you are traveling, please stay safe and have fun! So, instead of wishing you a Happy 4th of July this year, I bid you and yours a wonderful Independence Day!

We hope to hear from you soon!

Chloe



Nacogdoches (TX) EDC Names New President

J&A is pleased to announce that the Nacogdoches (TX) **Economic Development Corporation** has selected **Mr. Bill King** as their new **President/CEO**. Bill, who currently resides in Leawood, KS, holds a Bachelor of Arts degree from Texas A&M University, as well as a masters from Johns Hopkins University. For the past 14 years, he served as the **Editor-in-Chief of Expansion Management**, an international site location magazine with a circulation of 45,000 senior executives of companies actively engaged in looking for the best location for a future manufacturing facility or other business operation. He is scheduled to begin his duties on June 30, 2008.

Here's what Bill had to say about the new opportunity: "My family and I are really looking forward to becoming part of the Nacogdoches community. Having spent the past decade and a half looking at economic development from the perspective of expanding businesses, I'm excited about the prospect of working with the people of Nacogdoches to help them improve their economic future."

The NEDCO Search Committee had a few words of their own: "In our search for a new President/CEO, Chloe Johnson found the perfect candidate for the Nacogdoches Economic Development Corp. The candidate we selected will be a great complement to the solid structure currently in place. We expect new successes for Nacogdoches in the coming years as a result of enlisting her assistance. Chloe, you have been such a pleasure to work with and we would recommend your services to potential clients" - **Peggy Muckelroy**, Chairman, NEDCO Search Committee

I know many of you have worked with Bill over the years, so I don't have to tell you that he has worked with thousands of business executives seeking to locate or relocate business operations. He is well respected as a national authority on site selection and expansion.

Bill King replaces **Judy McDonald**, who announced her retirement plans last year. J&A is proud to have placed Judy there in Nacogdoches in 1996, and we are proud to place Bill as the next President/CEO!

Best wishes to you Bill!

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**Nacogdoches (TX) EDC Says Goodbye to Judy McDonald**

J&A wants to congratulate **Judy McDonald** in her retirement! As you just read above, Judy is retiring from the position J&A placed her in back in 1996 as President/CEO of the **Nacogdoches (TX) Economic Development Corporation**.

Chloe recently caught up with Judy to learn about her new post-retirement plans. Judy has made a list of 14 things to do in retirement, including taking up playing the cello again and spending more time with her granddaughter.

Judy says "I look forward to sleeping a little later, staying up a little later, and occasionally do nothing for an hour or so!" Judy, we think you've earned it!

A retirement reception is being held for Judy at the Region's Bank Community Room at 300 E. Main Street in Nacogdoches from 5-6:30pm on Wednesday, July 2. So swing by if you can and wish Judy a fond farewell!

Cheers, Judy! Here's to your next adventure!

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Leadership effectiveness!!

In our last newsletter we addressed the **Right Start** process. **Right Start** determines what a new leader should do on day one, week one and beyond so as to hit-the-ground-running in their new position and immediately set in motion what needs to be done to achieve success.

While **Right Start** will assist your new leaders to excel, do you know what your **current** leaders should be doing to optimize their performance, achieve organizational objectives and guarantee their **Leadership Effectiveness**?

You may be surprised to learn the findings from a recent study by BlessingWhite which asked 8,000 respondents from 47 organizations to rate more than 1,400 of their leaders on both business and personal characteristics. BlessingWhite CEO Christopher Rice said, "it's revealing that although leaders advance within the organization by mastering the core business skills . . . it's the personal qualities such as empathy and trustworthiness that can make all the difference" in overall **Leadership Effectiveness**!

The core competencies ranked as "most important" for **Leadership Effectiveness** are:

- Empathy
- Trustworthiness
- Business Aptitude
- Depth
- External Attunement
- Clarity
- Responsibility
- Internal Attunement

Do **your** leaders demonstrate **Leadership Effectiveness**? There's a 100% guaranteed way to find out --- ask their direct reports and peers using a 360 Leadership Survey.

To explore how our customizable surveys will take the guess-work out of identifying issues that may keep your organization from accomplishing its unique objectives, please contact us. The following Survey Programs are offered through our partnership with HRGroup and their consultants have extensive experience customizing and facilitating the surveys:

- **360 Degree Feedback Survey**
- **Organizational Survey**
- **Employee Satisfaction Survey**
- **Customer Satisfaction Survey**
- **TEAMS Survey**

HRGroup Client Quote:

"I highly recommend HRGroup to any organization looking to improve the way they engage employees to optimize individual and team performance".

Chairman/CEO, Leadership Development Company

This program is offered through our partnership with HRGroup. Please contact J&A today to learn more about these valuable survey tools.

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**July Specials**

In honor of Independence Day this month, J&A and our partners are proud to offer you the following discounted specials.

If you respond and schedule an **HRGroup** survey for your organization by August 1st, you will receive a 10% discount on the initial survey! Even if you schedule for later in the year, you can still secure the discount by booking by August 1st!

Our new partner, Armillary Inc. is pleased to offer a special discount. Spherical images are priced at \$300.00 each and there are packages of 10 sphericals for \$2500.00 (paid in advance) or 25 sphericals for \$5000.00 (paid in advance). Each of the packages have a one year time frame after payment is made and require a minimum of three or five be produced at a time.

During July 2008, **Armillary, Inc.** will provide three individual sphericals for the price of two or \$600.00. Each image must be completed during the same visit and can be ordered during July for delivery at a later date. Anyone outside the areas of northern Virginia, central Georgia and central Texas will need to negotiate reasonable travel expenses.

Interested parties can visit the Armillary Inc. web site at [armillaryinc.com](http://armillaryinc.com) for contact information or call Jim Lair at 703-966-7003. Remember, you must book by August 1st to take advantage of these great partner offers!

**J&A** is also extending our special promotion throughout this month! If you hire J&A for an executive recruitment search by August 1st, we will give your organization our Dynamic Communication workshop absolutely **FREE!** See [www.jatoday.com](http://www.jatoday.com) for details of the workshop. This promotion ends August 1st.

Declare your independence from regular prices this summer by calling J&A Today!



## 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.

#### "Commuter benefits" help protect the environment, reduce employee gasoline costs, and save on taxes --- all at once!!"

As an employer, you can provide tax-free transit, vanpool and parking benefits to employees. These "qualified transportation fringe benefits" [Internal Revenue Code, Section 132(f)] are also called "commuter-choice tax benefits" or simply "commuter benefits." Because the value of the benefits paid to employees is considered a tax-free transportation fringe benefit and not wage or salary compensation, the cost of the benefit is eligible as a business expense and payroll taxes do not apply. Employers can pay for employees' transit or vanpool, up to a limit of \$110 per month, subject to annual change, as a tax-free transportation benefit. Employers get a tax deduction for the expense and enjoy savings on payroll-related taxes.



### Upcoming Events

See Chloe Johnson – Live!

**Southern Economic Development Council (SEDC) 2008 Summer Seminar**  
**July 9-11, 2008 in Orlando/Kissimmee, Florida**  
**Gaylord Palms Resort and Convention Center**

SEDC is planning their Summer Seminar with a theme of "**Improving Self, Organization and Community.**" This two day seminar will be held at the Gaylord Palms Resort and Convention Center. Plan to attend this mid-year meeting and hear the latest trends and tips for improving your personal, organizational and community performance. A separate one-day track will be offered providing attendees a better understanding of economic development finance issues delivered by the Council of Development Finance Agencies.

Chloe is a panelist for the session entitled "**Trends in Hiring Economic Development Professionals.**" This particular session is scheduled to be on Wednesday, July 9th from 2:00 - 3:30 PM.

Make plans now to attend this relevant and timely Summer Seminar. Every organization can benefit from attending! More information and registration at [www.sedc.org](http://www.sedc.org) or call SEDC at 404/523-3030 or 800-969-7432.

We'll see you there!



### Executive Recruitment

As you can see from our two success stories in Nacogdoches, Texas, as well as many other communities, we specialize in executive placement services for Economic Development Professionals. We also have much experience in placing City Managers, Professional Chamber Executives, and Police Chiefs. 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](http://www.jatoday.com) the testimonials from happy clients.

Call J&A today to learn about our unique process and to take advantage of our July special for this service!

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

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