

March 2007

# Leadership San Marcos

Serving the San Marcos Community Since 1985

*The mission of Leadership San Marcos is to identify, inform, educate and motivate individuals to participate in programs and activities that will improve the San Marcos community.*

## Class of 2007 Project Update

Progress continues on the Class of 2007 project, a commemorative statue to Tonkawa Chief Placido. Local sculptor, Eric Slocombe, should be just about halfway finished by now on the clay sculpting which will later be bronzed. The class is working closely with the Parks Department and the Multicultural Tourism Development (MTD) committee on the site selection and to vote Yes on the possible MTD grant to assist in their project fundraising. Additionally, the class is gaining support from other local groups, such as the Boy Scouts and a local garden group, who are interested in helping out. There was a recent editorial and letter to the editor of the University Star, both of which were very supportive of the project. Needless to say, this project is getting a lot of attention!!! The class recently submitted a grant application to the Arts Commission and they are scheduled to make a brief presentation at the Arts Commission meeting on March 28 for a substantial grant to aid in their fundraising efforts. Thanks to local support from individuals, such as Lisa Morris at the Parks and Recreation Department, and businesses, such as Gulf Business Forms, who has agreed to print the fundraising brochure at an extreme discount, the project is getting the support it needs to gain necessary momentum. Additionally, local restaurants such as Sean Patrick's, River Pub and Mocha and Javas, are also lending much appreciated support through project fundraising efforts. Final approval from the city on the site selection is expected in April. We wish the Class of 2007 much success on this very worthwhile project benefiting the San Marcos community.

### Recruiting Alert!!

It's time to start recruiting for the Class of 2008. Did you know that a referral by LSM graduates and program participants is the most effective recruiting tool we use? If you know of someone who you think would be a good candidate for Leadership San Marcos, please send their name and contact information to Kay Stroman at [kay.stroman@corp.grandecom.com](mailto:kay.stroman@corp.grandecom.com). She will add them to our recruiting referral list and they will be contacted to apply for the program. We will be recruiting through June 15th when applications are due. Thank you for taking the time to support Leadership San Marcos through a referral.

### Nominating Committee

The Nominating Committee for next year's LSM Board officers has been appointed. The committee is responsible for identifying and nominating next year's President-Elect, Secretary and Treasurer. Current Board President, Kay Stroman, would like to thank the following LSM grads for agreeing to serve on this important committee. Committee Chair and Past President, Kim Eastwood, Current Board Secretary, Karen Thompson, Past President, Karlin Clark, and President Elect, John Rodriguez. Good Luck!

## LSM Sponsors Spring Chamber Breakfast

Plans are finalized for the upcoming Spring Chamber Breakfast slated for March 22. It is an excellent opportunity for the Leadership San Marcos organization to network and show itself to our community leaders, businesses and organizations. This event gives us a platform for sharing the contributions LSM has made to the community and creates the environment for enhancing recruiting efforts for future LSM classes. Make plans to attend.



### San Marcos Area Chamber of Commerce March Breakfast

**Attention: LSM Alumni / Class of 2007**  
LSM attendees at this event will be recognized during the program. We would love to have a huge showing!



#### **WHEN -**

**Thursday, March 22, 2007  
7 a.m.  
Quail Creek Country Club**

**Featuring an Update from  
Leadership San Marcos**



#### **ENJOY -**

**Good Food  
Networking  
Door Prizes  
\$2,000 Cash Membership Drawing**

#### **Tickets:**

**\$8 in advance - Chamber office  
\$10 at the door**

**Sponsored by**



### Check It Out!!! Leadership San Marcos Website Gets A Facelift

Check out the LSM website at [www.leadershipsanmarcos.com](http://www.leadershipsanmarcos.com). It has had a facelift! As a small non-profit we can't deliver the moon and the stars, but through your continued support as LSM Alumni, we are making progress! Let us know what you think by e-mailing us through the contact link on the site. What a great recruiting tool this can be for introducing others to Leadership San Marcos.

## April Enrichment Luncheon Coming

Join us for our next Enrichment Luncheon. Instead of our traditional luncheon event we will be enjoying a bus tour which will highlight the town of San Marcos and all of its newest changes, additions and developments. You won't want to miss this fun event. The Luncheon Bus Tour is scheduled for the month of April and should make for a nice break from your daily schedule. More information to come. Stay tuned!!!

## Upcoming Dates: Mark Your Calendars

**The Class of 2007 Graduation Day is just around the corner. How time has flown for our LSM class members as they round out the year with Session 7 later this month. The Graduation date has been set for April 19, 2007 and will be held at the Sac-n-Pac Room at the End Zone Complex in the Bobcat Stadium. More information to come.**

**The Alumni Association Annual Meeting and Mixer is scheduled for May 10, 2007 and will be held at the Maroon and Gold Room at Straham Coliseum.**

**Leadership San Marcos will be hosting lunch at the historical Cottage Kitchen on Friday, May 18. If you would like to lend a hand with the planning or participate in the luncheon you can respond to the LSM e-mail @ [leadershipsm@grandecom.net](mailto:leadershipsm@grandecom.net).**

## Community News & Awareness

**Farmer Fred's Garden Spring Carnival:** Children of all ages, hop on over to City Park for Free fun with tons of carnival games with candy and toy prizes. We will have three age-grouped Easter Egg Hunts beginning at 6:45, 7:15 and 7:45PM. Also enjoy the Wiggle Waggle Train Ride for \$2, Jump Castle for \$1 and photos with the Easter Bunny for \$1. Concessions will be available. Come be a part of this annual community event.

**When: Thursday; April 5 at City Park from 6:00PM - 9:00PM.**

**Living History Trolley Tour coming on April 7th. The "returned spirits" of General and Mrs. Edward Burleson showcase historic sites around San Marcos and tell of our town's early days. The tour leaves from the Tanger Outlet visitor center and takes about an hour and a half. The cost is \$5. For reservations call (512)396-3739.**

**SpringsFest 2007:** Hone your paddling skills with the guidance of caring, nationally certified, local instructors from San Marcos's own non-profit, paddling school: The Olympic Outdoors Centers; including US National Team members, Olympians and Olympic hopefuls! From Friday, March 30 to Sunday April 01 at the Rio Vista Falls located on Cheatham Street. **For more information contact Dwayne at (512) 203-0093 or at [kayakinstruction.org](http://kayakinstruction.org).**

**Youthfest:** The 6th annual celebration of kids and arts will feature music, dancing, poetry reading, arts and crafts activities such as mask making, painting and paper mache. Concession sales will benefit the Greater San Marcos Youth Council. All activities are free charge. Event to be held on the banks of the San Marcos River at San Marcos Plaza on Saturday, April 7th from 10 AM - 9 PM. For more information, call (512) 754-0500.

**Mutt Strutt:** 4th Annual San Marcos Mutt Strutt and Fun Fair benefiting the San Marcos Animal Shelter will feature Winnie Dog Races, Chihuahua Dog races, pet contests, arts/crafts, food vendors, rescue groups, prizes and much more. Event will be held at River Ridge Parkway on April 21 at 9AM. Please contact Donna at (512) 353-4745 for more information.

# President's Corner

## **Never Underestimate the Value of Face to Face.....by Kay Stroman**

I recently spent quite a bit of time conducting small focus groups throughout my company to learn more about opportunities we have to improve communications. By the time I finished the focus groups, I had learned a lot about communication methods and the importance of knowing how to properly communicate. Specifically, I confirmed that we, as leaders and as a society, have become too reliant on e-mail as a communication tool. I also learned that it is only as effective as the writer is good at written communication or as the recipient is good at actually reading the e-mail! Most importantly, I learned that what employees, and co-workers, value the most is good old "face to face" communication. To follow is an article I recently found in LEADERSHIP WIRED, John C. Maxwell's FREE Semimonthly Newsletter designated To Maximize Your Leadership Potential. It talks about one of today's biggest pitfalls to communicating effectively: Reliance on E-mail.

## **Curtail the E-mail: Five warning signs that technology is turning you into a machine:**

1. Instead of reading to your children, you e-mail them web-interactive bedtime stories.
2. You've been known to e-mail your spouse when he/she is in the same room of the house as you are.
3. Given your habit of communicating entirely via e-mail, you haven't spoken to your cubicle neighbor in over three years.
4. You've been hospitalized after spraining a thumb on your Blackberry.
5. You unwittingly offend your friends by simply saying "LOL" rather than actually laughing at their jokes.

It's difficult to pinpoint the exact date, but at some time, e-mail became the standard inter-office communication link between colleagues across America. Along the way, e-mail has revolutionized the workplace, all but eliminating face-to-face contact and drastically cutting down on the number of phone calls between co-workers.

The advantages of e-mail in facilitating business correspondence cannot be underestimated, but when an office depends solely on e-mail to communicate, problems can arise. In a December article for BusinessWeek, Diane Brady looks at the dangers of over-relying on e-mail.

**Misunderstanding:** As much as 90% of all communication is non-verbal, which puts e-mail messages in danger of misinterpretation. In the absence of body language, voice inflection, or facial expressions, an e-mail's tone and meaning may be difficult to decipher. Diane Brady points to a study by the New York University which concluded that, "As few as 50% of users grasp the tone or intent of an e-mail and that most people vastly overestimate their ability to relay and comprehend messages accurately." Given the likelihood of misunderstanding, experts advise avoiding e-mail when dealing with delicate issues such as "major announcements, firings, job evaluations and any form of criticism."

**Loss of Humanity:** Cloistered in a cubicle, workers can begin to feel more like machines than people. An entire day spent staring at a computer screen can be lonely and disheartening. In her article for BusinessWeek, Diane Brady cites Daniel Goleman, author of Social Intelligence, who claims "Business has undervalued the social dimension of communication."

Workers want to forge meaningful connections with their colleagues. Face-to-face interaction boosts morale by providing needed diversion from the day's work, and uniting teammates together as they learn about one another's families, interests, and weekend plans. For managers, stopping by a cubicle and giving a word of encouragement or greeting communicates tremendous value to those they lead. Perhaps it would be wise to step away from the PC occasionally to engage in the time-honored tradition of face-to-face conversation. Best of Luck :-)