

## Happy November 1<sup>st</sup>

Only 91 days left in 2014 – use them wisely! Birth flower is Chrysanthemum and birthstone is Topaz.

### Congratulations

*“If it is to be – it is up to me!”*

ALP = Advanced Leadership Program  
CLP = CommScope Leadership Program  
ELD = Enterprise Leadership Development - CommScope  
EMP = Executive Management Program  
IMP = In-house Management Programs  
MCG = Managing Change Workshop  
NEG = Negotiation – CommScope Program  
PSP = Professional Sales Program

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## 2014 → 2016 Seminars

### Executive Management Program

#### CLASS 49

► **Week 1 – Feb 09 - 13, 2015** ◀

Week 2 – May 18 – 22, 2015

Week 3 – Aug 17 – 21, 2015

Week 4 – Nov 16 – 20, 2015

Week 5 – Feb 15 – 19, 2016

#### CLASS 50

► **Week 1 – Jun 08 – 12, 2015** ◀

Week 2 – Sep 14 – 19, 2015

Week 3 – Dec 07 – 11, 2015

Week 4 – Mar 07 – 11, 2016

Week 5 – Jun 13 – 17, 2016

#### CLASS 51

► **Week 1 – Oct 12 – 16, 2015** ◀

Week 2 – Jan 18 – 22, 2016

Week 3 – Apr 18 – 22, 2016

Week 4 – Jul 18 – 22, 2016

Week 5 – Oct 17 – 21, 2016

*(To enroll participants in any class please contact Tom Stevens at [inmco@mindspring.com](mailto:inmco@mindspring.com). We need their name, title, phone number, and email address.*

### Chronological Class Calendar

#### 2014

EMP 46/4 – NOV 17 – 21

EMP 47/3 – DEC 08 – 12

#### 2015

EMP 48/2 – JAN 19 – 23

► **EMP 49/1 – FEB 09 – 13** ◀

EMP 46/5- FEB 16 – 20

EMP 47/4 – MAR 16 – 20

EMP 48/3 – APR 13 – 17

EMP 49/2 – MAY 18 – 22

► **EMP 50/1 – JUN 08 – 12** ◀

EMP 47/5 – JUN 15 – 19

EMP 48/4 – JUL 13 – 17

EMP 49/3 – AUG 17 – 21

EMP 50/2 – SEP 14 – 18

## **Steven's Statement**

### **What is our business and purpose?**

As you approach the end of 2014 it is an excellent time to define the purpose of your business and also your own organization and its mission.

Nothing may seem simpler or more obvious than to know what a company's business is. A steel mill makes steel - a railroad runs trains to carry freight and passengers - an insurance company underwrites risks - a bank lends money. Actually, "What is our business?" is almost always a difficult question and the right answer is usually anything but obvious.

A business is not defined by the company's name, policies, or articles of incorporation. It is defined by the wants the customers satisfy when they buy a product or a service. To satisfy the customer is the mission and purpose of every business. The question "What is our business?" can only be answered by looking at the business from the outside, from the point of view of the customers and the market. What the customer sees, thinks, believes, and wants, at any given time, must be accepted by management as an objective fact and must be taken as seriously as the reports of the salesperson, the tests of the engineer, or the figures of the accountant. In addition, management must make a conscious effort to get answers from the customers themselves rather than attempting to read their minds.

The same is true for the functions within the company. Every function, be they operating or staff has customers. What do they see your purpose to be, what do they want and need from you?

**ACTION PLAN** – 1. Talk to one major customer every day for a week. Ask them how they see your company, what they think of it, what kind of company they believe it is, and what they want from it. Use this feedback to better define your company's mission.

2. Whether your organization is an operating or staff function talk to one of your in-house customers every day for a week. Find out what they need from your organization. Are they getting the service they need? What aren't they getting? Why not? If you are a staff function would they voluntarily buy your services?

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**"There is only one boss – the customer! They can fire everyone in the company from the Chairman on down, simply by spending their money somewhere else."** Sam Walton

**"The goal as a company is to have customer service that is not just the best but legendary."** Sam Walton

**"The more you engage with your customers the clearer things become and the easier it is to determine what you should be doing."** John Russell

**"It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."** Henry Ford

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## **John's Jottings**

How would you complete this sentence? "Leadership is..." Or this one, "A leader's job is..."

Leadership and leaders are the subjects of many books. Experience in class has taught me there are almost as many definitions of "leader" and "leadership" as there are people! It's a big subject, and a very important one.

Peter Drucker says leadership is mundane, unromantic, and boring. Its essence is performance. He offers the following observations -

One - a leader sets the goals, priorities, standards, and maintains these standards. Do YOU do these four things, especially setting and maintaining standards? (When it comes to compromises the effective leader has thought through what is right and desirable.)

Two - a leader must see leadership as a responsibility. They do not see it as something that sets them apart. Drucker goes on to say that when things go wrong a leader does not blame others. How does this compare to your attitude towards leadership?

Three - a leader is not afraid of strong associates and subordinates. He/she realizes that because he/she is ultimately responsible they delight in strong associates and subordinates – they encourage them and push them. How do you relate to your associates and subordinates?

Four - effective leadership earns trust. Drucker points out that this is not the same as followers liking leaders. It also is not necessary to agree with them. It does mean that followers believe that leaders mean what they say. The leader's convictions and actions line up. A leader is consistent. How about you?

Lao Tzu, a Chinese philosopher, said, "A leader is best when people barely know he exists, not so good when people obey and acclaim him, worst when they despise him. But of a good leader, when his work is done and his aim fulfilled, the people will say, 'we did it ourselves.'"

So, how do you stack up? If your people graded you on these standards how would you come out? What should you be working on to improve?

Remember, the essence of leadership is performance. If performance is suffering perhaps you should include your leadership among the issues to be examined. Are you depending on charisma? Or consistency?

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**"If your actions inspire others to dream more, do more, and become more, you are a leader."** John Quincy Adams

**"A leader is one who knows the way, goes the way, and shows the way."** John Maxwell

**"Lead, follow or get out of the way."** Thomas Paine

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**? KNIHT – APOLOGY- THINK ?**

The September Newsletter had a puzzle entitled **SQUARES**. The Newsletter indicated the answer was 99. This answer was correct – the explanation had an error.

The explanation read – there are 60 squares size 1 X 1 and 33 squares 2 X 2. 60 plus 33 = 99 squares.

It should have read – there are 66 squares 1 X 1 and 33 squares 2 X 2. 66 plus 33 = 99.

**? KNIHT – OCTOBER ANSWERS- THINK ?**

**House Numbers**

Henry has been hired to paint house numbers on a recently completed housing project. There are one hundred houses and therefore Henry has to paint all of the numbers from 1 to 100. How many times will Henry have to paint the number nine?

Answer – Henry will paint 20 nines.

9, 19, 29, 39, 49, 59, 69, 79, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, and 99.

Don't forget to count both of the nines in 99.

**Bottle Recycling**

Imagine a bottle-recycling container. It is empty other than one lonely bottle. Every hour, on the hour, people come and put bottles into the container. The first hour, at noon, one person came and put a bottle in. One hour later, two people placed a bottle each into the container. An hour later four people placed a bottle each into the container. This doubling of people continued until 11pm, when the container was finally full. At what time was the container exactly half-full?

ANSWER - 10pm.

The container started with 1 lonely bottle. At noon: 1 person came along and added a bottle, making the total 2 bottles. At 1 pm - 2 people came along and added a bottle each, making the total 2 + 2 = 4 bottles. At 2 pm - 4 people came along and added a bottle each, making the total 4 + 4 = 8 bottles. At 3 pm - 8 people came along and added a bottle each, making the total 8 + 8 = 16 bottles. The number of bottles in the container is doubling every hour, as it was full at 11pm, it must have been half-full at 10pm.

**??????**

What starts with an “E” and ends with an “E” and usually contains only one letter?

ANSWER –Envelope

“I want to make a 100,000 piece jig-saw puzzle and when it is completed it says ‘go outside’.” Demetri Martin

“Who in the world am I? That is the great puzzle.”

Lewis Carroll

“The nice thing about doing a puzzle is you know there is a solution” Stephen Sondheim

**? KNIHT – NOVEMBER- THINK ?**

**?????**

You are in a dark room with a candle, a kerosene lamp, and a wood burning stove – you have only one match. Which do you light first?

ANSWER -

**Bees**

250 bees are trapped in a glass jar. You place the jar on a scale. When will the scale register the greatest weight?

1. When all the bees are sitting on the bottom of the jar?
2. When all the bees are flying around the inside the jar?

ANSWER -

**Weird Donald and His Leaves**

A friend of mine is rather peculiar. As his birthday approaches Donald begins collecting leaves. Rather bizarre but I said he was peculiar. On the first day of his birthday month – December - he collects 1 leaf. On the second day he collects 2 leaves, on the third day he collects 3 leaves and so on. On the day of his birthday he has collected 276 leaves. On which day in December is his birthday?

ANSWER -

**INM Bicycle Race**

There were four participants in the INM race.

- Isabella came in first.
- The entrant wearing bib 2 wore red and Nicholas did not wear yellow.
- The loser wore blue and Elizabeth wore bib 1.
- Benjamin beat Elizabeth and the person who came in second wore bib 3.
- The entrant in yellow beat the entrant in green.
- Only one of the entrants wore the same number as their final position.

Who finished where and what color bib did each of them wear?

ANSWER -

**Did You Know**

- The average person takes 18,000 steps a day.
- The average person's hair will grow approximately 590 inches in a lifetime - (*over 49 ft.*)
- There are about 2 million sweat glands in the average human body.
- Three pints of blood flow through the kidneys each minute - (*1.3 liters.*)
- Water makes up 60 percent of our body weight.
- In the afternoon your feet are bigger than at any other time of the day.
- It has been medically proven that pessimism raises blood pressure. (*A pessimistic person is more likely to die earlier than their optimistic counterparts.*)

## Continue To Follow Your Dream

*(In the February 1, 2013 newsletter we carried the following story.)* Five years ago, Nicolas Chambon's four-year-old daughter Jeanne asked him – "Daddy, where do you live?" Nicolas was running a manufacturing facility in France. He was constantly traveling to find new business and retain their old business. Nicolas's answer to his daughter's question – he resigned and completely changed his career path! He and his wife Clemence bought a small hotel – Ermitage de Corton - in the heart of the Burgundy wine country. Remember – this was at the start of the European economic turndown.

In his own words – "I was dismayed at the level of management skills and customer service knowledge of the staff. We even had to teach them to smile. Your EMP tools helped me a lot. We have more than doubled our bookings. We are now looking to acquire a second hotel." Nicolas went on to say – "We taught our staff about cultural differences. Why Americans want things one-way and the Japanese another. This helped gain the trust of our guests and they return as they feel at home here. A simple and easy way to gain more revenue."

An email three weeks ago informed us that they have now acquired two additional hotels in France. One in Burgundy - "le Val d'Or," a traditional "auberge" of 12 rooms with a Michelin trained chef. The other hotel is in Champagne - "Golden Tulip Troyes," a business hotel with 83 rooms, ideal for seminars in the champagne region.

"With l'Ermitage de Corton, this is a lot of work but also a lot of fun!"

Several INM graduates and their families have vacation at l'Ermitage de Corton and reported their experience was superb.

To view the hotels visit their three web sites - www.le-valdor.com - www.goldentuliptroyes.com and www.ermitagecorton.com.

If you are stressed out, need to relax and be pampered, and you enjoy an excellent glass of French wine you should contact Nicolas.

Additionally, if you enjoy French wine, you must contact Voix de la terre headquartered in New York at www.vdltwines.com. Nicolas is involved in the importation of French wine to the United States.

**CHAMBON**, Nicolas – (EMP-06) – Owner & Managing Director – Ermitage de Corton, 21200 Chorey-Les-Beaune, Bourgogne, France – Bus - +33-(0)-3-80-22-05-28 – contact@ermitagecorton.com.

## Zotefoams Announcement

**CATALANO**, Dan – CEO/President of Zotefoams, Inc., - 55 Precision Dr., Walton, KY 41094, Bus – 859-647-5547 – Cell – 859-466-7082 – dbc@zotefoams.com announced that their parent company, Zotefoams PLC of Croydon, England was investing \$22 million in their Walton, KY facility.

This investment will provide the Walton site with increased high-pressure gassing and extrusion capacity, making it self-standing for most products sold in their North American markets. It also gives their customers the benefit and security of total North American manufacture and product availability.

### \*\*\*\*\* ●\* Muddled Management ●\*

On Tuesday, September 16, I heard something on TV that totally surprised me. I was watching the Fox News program called "The Five." They were discussing the fact that President Obama had recently removed restrictive rules on welfare aid that President Clinton had put in place. The restrictions were that welfare recipients, in order to qualify, had to look for work. That rule was intended to ensure that people receiving benefits continue applying for work.

They pointed out that 47 years ago, President Lyndon B. Johnson had declared an "unconditional war on poverty in America." Since the beginning of that war, U.S. taxpayers have spent over \$22 Trillion on reducing poverty. Yet today, according to government figures, the poverty rate is at 14.5%, higher than the 13.3% it was at in 1967 inspite oe the \$22 Trillion.

For a good percentage of the population it is literally more financially beneficial for them to stay on welfare programs than to go out and get a job. The Liberal on that panel, Bob Beckel said, "these programs were well-intentioned to give people housing, welfare, and food, but they ended up breeding three generations of dependent people who have remained in poverty while having larger families. In a perverse way, it kind of worked in the opposite of the way it should." Beckel went on to say, "There should be restrictions on government aid." It would appear that being on welfare has now become an occupation in itself.

### \*\*\*\*\* Post Office Facts

- Highest – Alma, CO – 10,578 feet above sea level.
  - Lowest – Death Valley, CA – 282 feet below sea level.
  - Coldest – North Slope of Alaska - Barrow (99723) and Wainwright (99782).
  - Hottest – Death Valley, CA (92328).
  - Wettest – Mt. Waialeale, near the Kapaa Post Office (96746) in Hawaii.
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