



A Message from the President

<http://www.ksae.com>

*By Ellen Sykes
President*

Wow is this déjà vu all over again! I was very honored and humbled to be voted your President for the second time. David Gooch did an outstanding job this past year in leading KSAE. We love you David!

Whew has it been hot but we all stayed cool at the beautiful French Lick Springs Resort for our annual meeting. Good job Chick from the Lick! (If you don't know that is Michele Bowling) We had outstanding educational programs. I believe the finest we have ever had. Many thanks to Tod Griffin, Kathrine Wallender, Samantha Baldrige, Michele Bowling, Bill Braden, Jennifer Brown, Laura Cole, Joyce Deckard, Jennifer Goodpaster, Duncan Hines, Sarah Jones and Kris Searcy for their work.

EVENTS:

August 25, 2010

Membership Meeting & Luncheon
Embassy Suites Lexington.

September 22, 2010

Membership Meeting & Luncheon
Hilton Garden Inn Louisville
Northeast.

October 27, 2010

KSAE Member Workshop,
"It Isn't Easy Being Green"
Historic Boone Tavern Hotel &
Restaurant

November 17, 2010

Membership Meeting & Luncheon
Churchill Downs

I hope you can join us on August 25 for our monthly meeting at the Embassy Suites in Lexington. Before the luncheon we are having a workshop on "New Tools to Attract Attendees" something we all work hard to accomplish. Ted Mason, Executive Director of the KY Grocers Association, is going to show us how to get news to our members by letting them watch the information rather than reading it. You can see a sample of how this works on the KSAE website.

See you on the 25.

"To laugh often and much, to win the respect of intelligent people and the affection of children, to leave the world a better place... This is to have succeeded". – Ralph Waldo Emerson

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NEWS BITS...

August 25, 2010

Membership Meeting and Luncheon, Embassy Suites Lexington. Be sure to register online at www.ksae.com. Make plans to attend the pre-meeting workshop that starts at 10:30AM - New Tools to Attract Attendees, Presented by Ted Mason, Executive Director KY Grocers Association/KY Association of Convenience Stores

September 22, 2010

Membership Meeting and Luncheon, Hilton Garden Inn Louisville Northeast. Please join us for our September luncheon and the opportunity to hear Michael Duke, Master Coach, Author and Speaker

October 27, 2010

KSAE Member Workshop, **"It Isn't Easy Being Green"** Historic Boone Tavern Hotel & Restaurant can teach you how easy it really is to be green and the benefits of caring for our World and our Future! Join us—experience and learn.

November 17, 2010

Membership meeting and Luncheon at Churchill Downs

KSAE Directory

It is time to produce our very popular 2010 – 2011 Who's Who in Kentucky Associations Directory. This book contains information on State Associations, their meeting planners and their meeting rotations. It also includes detailed information on meeting sites and services available for associations.

This book is mailed to all KSAE members. A special advertising rate is available only to KSAE members.

Be on the lookout for the flyer in your mail for more details and rate information. Deadline is October 15, 2010.

Chapter News

Ted Mason has been elected to the Board of Directors for KSAE as an Executive Member. For KSAE's Associate Board Members, Joyce Deckard, Kathrine Wallender and Michele Bowling have been re-elected as Associate Representatives.

BRADEN TO LEAD NATIONAL ADVOCACY ACTIONS

The President of the American Counseling Association (ACA) has appointed Dr. Bill Braden, Chair of the ACA Public Policy and Legislative Committee.

The American Counseling Association is the world's largest nonprofit organization representing nearly 43,000 professional counselors.

Dr. Braden is the Executive Director of the Kentucky Counseling Association, the Kentucky state branch of the ACA. His extensive counseling leadership experience spans over five decades including the local, state, regional and national levels. ACA's Advocacy Committee works on a myriad of different federal issues to advance the profession – and better serve clients. Recently, Dr. Braden has focused on recruiting volunteer professional clinical counselors to help combat veterans and their families with suicide prevention.

He serves our community as Chair of the Frankfort/Franklin County Tourist & Convention Commission.

Dr. Braden is married to Marian, and their children are Eric, Chase, Pamela and Brittany.

HOW TO CREATE AN EFFECTIVE MENTORING PROGRAM

How do you retain and prepare your best talent to lead? Mentoring programs are one of the most effective tools in achieving business results. The authors of the book, *War on Talent* reported, "Of those who have had a highly helpful mentoring experience, 95 percent indicated it motivated them to do their very best, 88 percent said it made them less likely to leave their company, and 97 percent said it contributed to their success at the company."

Many organizations have discovered providing a mentor for high performing employees not only helps them settle into their job and company environment, but also contributes to a lower employee turnover rate and greater job satisfaction.

A mentor, basically, is someone who serves as a counselor or guide. Being asked to serve as a mentor is an honor. It indicates the company has faith in the person's abilities and trusts him or her to have a positive impact on the situation. The use of a mentor may be an informal, short-term situation or a more formal, long-term assignment.

In an informal mentoring program, the mentor usually helps the mentee for a limited period of time. Advice from the mentor may include the most basic of information about everyday routines including tips about "do's and don'ts" not found in the employee manual to helping the employee learn job responsibilities and prepare them for future roles in the organization. A mentor who is available to answer questions and provide leadership development also saves time for the supervisor or manager. In addition, mentees often feel more comfortable asking questions of their mentor than their supervisor.

In a program of this type, mentors often are volunteers. Forcing someone who does not want to serve as a mentor to do so can quickly create problems. Obviously, someone with a negative attitude, who might encourage a new employee to gripe and complain, should not serve as a mentor.

A more formal version of mentoring occurs when an organization appoints a senior manager with extensive knowledge and experience to serve as a mentor to a professional the company feels has excellent potential for growth. The mentor's role usually lasts for an extended period of time.

HOW TO CREATE AN EFFECTIVE MENTORING PROGRAM *(CONTINUED)*

Effective mentoring programs must have senior level support from the beginning, otherwise it will fail to get the attention and support it needs to become part of the organization's culture. Experience shows the most effective mentoring programs are run by senior level executives, not just the human resources department.

Whether informal or formal, both parties need to understand the parameters. These may be more important in a long-term, formal mentoring situation, but can also influence the success of short-term, informal mentoring.

- Select the right mentor. Not everyone makes a good mentor. A mentor is someone who is respected, successful and understands the culture of the organization. They must be willing to make a commitment of their time and knowledge.
- Ensure proper pairing and create an emotional bond. It is helpful to conduct a behavioral assessment on both the mentee and mentor. This insures proper matching and helps both parties understand each other's communication styles, strengths and limitations.
- Establish goals and a purpose. The mentor needs to outline these areas at the beginning. The goals should be in alignment with the strategic plan. Just as important, the protégé should outline their objectives as well.
- The mentor's role is to coach and advise the mentee. The mentor does not interfere with the supervisor or manager's decisions. The new employee, while expected to seek the mentor's advice particularly on critical issues, is not bound to accept that advice.
- Confidentiality is important. Both parties need to feel confident that discussions remain between them—not immediately relayed to a supervisor or manager.
- Decide in advance how you will communicate. Will you have regularly scheduled meetings? Will discussion be face-to-face, over the telephone or even via e-mail? Both parties need to make their preferences known at the beginning and reach an acceptable compromise if they are different.
- Discuss time limits. If the mentoring period has a time limit the mentor should state that at the beginning.

- Discuss time commitments. Again, this may be more critical for long-term, formal mentoring. The mentor must expect to give the employee adequate time, but the newcomer should not expect excessive amounts. Setting a schedule at the beginning (example: meet once a week the first month, then once a month after that) avoids irritating misunderstandings later.
- Build openness and respect. Both the mentor and the person being mentored need to be open and honest, yet respect the other. A mentor who withholds important information or comments does not contribute to the other person's success. However, such feedback should be delivered with tact and courtesy—and (even if somewhat hurtful) received with an open mind.
- Establish a professional relationship. The relationship between the mentor and his or her protégé is a professional one, not a personal one. This is particularly important for the mentee to understand.

Greg Smith's cutting-edge keynotes, consulting, and leadership development programs have helped businesses accelerate individual and organizational performance. As President and founder of Chart Your Course International he has implemented professional development programs for thousands of organizations globally. He has authored nine informative books including his latest book *Fired Up! Leading Your Organization to Achieve Exceptional Results*. He lives in Conyers, Georgia. Sign up for his free Navigator Newsletter by visiting www.ChartCourse.com or call (770) 860-9464.

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20 FANTASTIC CONTENT IDEAS FOR YOUR ONLINE COMMUNITY

Online communities are a great source of content ideas, writes Richard Millington. Post updates and interviews about users' achievements, preview upcoming events or even post a snarky gossip column — the inward-facing content will be sure to keep your community members coming back for more, he argues. From FeverBee.com

The best content for any online community is content about the community. Too many communities focus on advice or industry news. You should focus on community people and activities. Here are 20 fantastic ideas you can use:

1. Week ahead. Write a weekly piece about what members can expect in the week ahead.
 2. Events preview. Write an events preview, include predictions from members, short snippet of interviews and other material that involves a broader group.
 3. Events review. Review recent events. Let others contribute their opinion. Members can reflect on the event together.
 4. Predictions. Invite members to make predictions about the future, everyone loves to do it.
 5. Interview members. Members interviews should be cornerstone content. It creates engaged readers for life, encourages referrals and gives people means to compare themselves to others.
 6. Interview VIPs. VIPs are usually eager to talk to connected groups of people. Mumsnet has interviewed no less than two Prime Ministers. Who is a VIP in your industry?
 7. Product reviews. What products are members likely to be using in the future? Can you review some?
 8. Member achievements. Who has achieved something fantastic this week? Ask members to submit their achievements.
 9. Gossip column. Risky, but often popular. Invite members to submit topical gossip and publish it as a weekly column. Go easy on the venom, heavy on the fun.
 10. Member of the week/month. Like the above, but a member of the week/month tends to be popular. Use promiscuously.
 11. Statement from the community. On a frequent basis I'd ask members to contribute to a statement from the community. i.e. We're furious bank fees are going up, please input on what you would like in a statement from the community.
 12. People on the move. Who is moving? It might be people changing jobs or people moving house or any relevant 'move'. Hard to resist this sort of content.
 13. Latest news. Overused in most communities, but often useful. What's the latest news in your topic?
 14. Job vacancies. Any jobs available? Reach out to recruiters or compile a job tips page. Any information that would encourage people to participate in the job vacancies page.
 15. Competition. I 'usually' hate competitions. When they're done right they're really a lot of fun.
 16. VIP spotted. Has any member spotted a VIP at an event recently, submit it here.
 17. Opinion pieces. Give people in your community a chance to give their opinion in a rotating-authorship opinion section. Everyone gets a turn.
 18. Guest columnists. Will any relevant business in your sector write a guest column?
 19. Advice section. Summarize the latest advice, what's the general consensus of the online community?
 20. News round-up. What is the round-up of the news this week? It's a simple place a member can visit to see what's new without trawling various sources of industry news.
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5 COMMUNICATION FLAWS THAT CAST YOU IN A POOR LIGHT

Communicating well with others is a critical business skill, says Sandra Naiman, author of “The High Achiever’s Secret Codebook: The Unwritten Rules for Success at Work.” If co-workers look away when you speak — or you often have to repeat yourself — it could be a sign that you need to improve your skills lest others begin to perceive you as unreliable or insecure, this blog post suggests. From The Work Buzz...

At first glance, communication can seem pretty easy. You started doing it when you were born, and you’ve been doing it every day since ... how can you not be awesome at it, right?

Well, as it turns out, effective communication is a surprisingly fickle beast. It’s also a highly underestimated business tool. Done right, communication can make you seem authoritative and professional; done wrong, you risk seeming unreliable, insecure or impersonal.

“Your communication skills are not only essential to your being understood, but they contribute to the overall impression you make,” says Sandra Naiman, author of “The High Achiever’s Secret Codebook: The Unwritten Rules for Success at Work.” “If you are lacking in this area, others might conclude that you are generally careless, less than competent and perhaps not as intelligent or crisp as your peers.”

So how do you ensure that your communication skills are effective in creating a positive, authoritative, well-understood message? Below, Naiman offers five common communication barriers, and how to overcome them.

Listening skills: “Having poor listening skills is a major contributor to poor communication,” she says. “It is important to carefully focus on what someone is saying without assuming their intent, interrupting or preparing your response.” Let the other person finish and be sure you’ve understood what they said before responding.

Scattering attention: “Attempting to multi-task while communicating will interfere with your ability to listen well and respond appropriately, as well as signaling that you are not interested in what the other person has to say. If you are busy or distracted, negotiate another time to talk.”

Poor grammar: “Typos, misspellings and poor grammar in written communications undermine your credibility,” she says. Don’t rely on spell check to catch all your mistakes. Proofread written communication for correct grammar, missed words, and proper spelling of website and company names.

Speaking clearly: “Lack of eye contact or other such body language can keep your words from being heard. Also talking too loudly or too softly can interfere with getting your message across.” To ensure you are understood, turn towards the person you are talking to, project your voice and don’t talk too fast.

Rambling: “[Going] on and on or providing more information than necessary can result in losing the attention of the listener” Naiman says. You have a point — make it, and move on. Being direct and cutting to the chase when you’re speaking will not only make your message more clear, but you’ll be seen as more commanding, in a good way.

Because most of us communicate on auto pilot, it can be difficult to figure out which areas of communication we need to improve on. The best way to figure out if and where you’re experiencing communication barriers is to start paying attention to your daily conversations:

Do you constantly have to repeat yourself? Maybe you’re speaking too quickly or too softly.

Do co-workers start to look away or seem distracted when you speak? Chances are, you’re rambling, and they either stopped paying attention a while ago or are looking for a way out of the conversation.

Does it feel like you’re in the same conversation over and over again? Start listening to what others around you are saying, instead of talking, and then immediately starting to think about what you’ll say next. You’ll be surprised at how much more productive your conversations become when you take into account the other person’s point of view.

If you need a more objective approach to pinpointing your communication barriers, get feedback from a trusted colleague or friend. Ask them to pay extra attention to your e-mails and conversations, in order to identify any of the above listed problem areas. Then “You can take classes or workshops, identify a coach or a mentor and continue to get feedback as you work to improve,” Naiman says.

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