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THE CHAMBER CONNECTION

September 2009

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Giddings Area Chamber of Commerce, 171 E. Hempstead, Giddings, Texas 78942
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4th Annual Texas Word Wrangler Festival
"A Celebration of Creativity in Lee County"
September 11, 2009
9:00 am – 5:00 pm

At the Giddings Public Library and Cultural Center
276 N. Orange, Giddings, Texas 78942

Book signing event with known children and adult authors and poets.

The Giddings Area Chamber is pleased to present the 4th Annual Texas Word Wrangler Festival on September 11th at the Giddings Public Library and Cultural Center.

We have twenty-nine Authors joining us for the day to read from their books and discuss where they get the inspiration for the stories they write. They will be selling and signing their books also. There will be a Fundraising Gala on Thursday night, September 10th to "Meet the Authors" at the Giddings Public Library.

Authors will showcase their books throughout the day and will be available to read from their book(s) and field questions. There will be Hometown Hero and author luncheon from 11 AM to 1 PM sponsored by Bluebonnet Electric Cooperative. We will honor our First Responders, Fire Department, Sheriffs Dept., EMS, Highway Patrol, American Red Cross and Paramedics. Authors are Gina Batie, Thomas Blacklock, Frank Carden, LD Clark, Robert Costelloe, R. Wayne Edwards, Debra Frontiera, Ray Grasshoff, Joyce Gustafson, Lila Guzman, Theresa M. Haak, Joan Hall, Doug Hiser, R. David Hollingsworth, Bob Lawrence, Larry Locha, Jo Ann Martin, Alan Rein, Tweed Scott, Charlotte Siegmund, Bob Spode, Jane Thielemann-Downs, Larry Turner, Kathy Whitehead, Dee Pipes, Toni Womack, Charles Yates, Nelson Zoch and Mary Sue Zoch.

There will be Hometown Hero and author luncheon from 11 am to 1 pm.

- Door Prizes
- 29 Authors in one place at one time
- "Wheel of Fortune" Game

This is a free event supported by the Giddings Public Library and Cultural Center, Giddings Area Chamber of Commerce, Bluebonnet Electric Cooperative & Giddings Study Club plus many businesses and individuals in the community.

Our Mission

"The mission of the Giddings Area Chamber of Commerce is to create a progressive business environment, take a leadership role in the community, be an information resource for members and increase growth of tourism."

For more information ~ call the Library at 979-542-2716 or the Chamber at 979-542-3455 or check out our website at www.GiddingsTx.com.

Thank You to our Chamber Awards Banquet Sponsors

Banquet Sponsors

- Hometown Hero ~ First National Bank ~ Firefighters
- Action Hero ~ Citizens National Bank
- Action Hero ~ Bluebonnet Electric Cooperative
- Hero ~ Classic Bank ~ Veterans
- Hero ~ Lee County General Store ~ American Farmer
- Hero ~ Insurance Network of Texas ~ Military
- Hero ~ Capital One ~ GISD Teachers
- Hero ~ Jones & Cowen Physical Therapy
- Hero ~ Giddings New Horizons Lions Club ~ Wonder Woman
- Hero - Giddings Breakfast Lions Club
- Mike Hopkins Distributing, Inc.
- Saunders Distributing, Inc.
- Roberts Promotional Specialties
- Jatzlau Construction
- Fay Iselt Wedding and Party Rental
- CK the DJ
- Green Country Carpet Cleaning
- Custom's Picture Framing & Warda Storage

Welcome to our Incoming Board Members

Paul Kipp, owner-Kipppany's: 2009-2012

Marcia Herndon, Individual: 2009-2012

Buster Ramsey, owner-Green Country Carpet Cleaning: 2009-2012

Kim Fritsche, Vice President-Classic Bank: 2009-2012

Wendy Frazier, Branch Manager-Capital One: 2008-2011 finishing an unexpired term

Nancy Gandy, owner-D & A Testing: 2008-2011 finishing an unexpired term

September Calendar of Events

- Lee County Area Farmers Market** – Has been suspended until it rains.
- Country Music Monday-** The 200th Show for the Rotary Club of Giddings, Sept. 7th
- 4th Annual Texas Word Wrangler Festival-** Texas Word Wrangler Festival “Meet the Author” Gala – September 10th at 6PM at the Giddings Public Library-Author signing and book event.
- Texas Word Wrangler Festival – September 11th at 9AM at the Giddings Public Library ~
- Denim & Diamonds Gala-** Sept. 12th at Sons of Hermann Hall at 6PM
- Regular Monthly Chamber Board Meeting-** Sept. 15th at Citizens National Bank
- Chamber Website Training for your Business with Levelfield-** Sept. 16th at Citizens National Bank, call to reserve your time slot. 9AM, 10:30AM, 12PM Lunch time, 2PM classes. Space is limited to 12 persons per class.
- Community Blood Drive-** Sept. 16th from 9AM to 2Pm at Immanuel Lutheran Fellowship Hall
- SBA Class-Contracting Opportunities-** Sept. 17th Little Red Depot-GEDC, Noon-2PM
- Chamber Luncheon sponsored by Bluebonnet Electric Cooperative-** Sept. 18th
- Buffalo Booster Club BBQ Fundraiser-** Sept. 20th Sons of Hermann Hall 11AM -1PM
- Buffalo Stampede: GISD Open House-** Sept. 20th 2-7PM Multiple events, watch for details.
- Giddings Area Tourism Council-** Sept. 22nd at Noon - Christmas Promo Planning/Schedule
- Meet the new City Manager-** Sept. 25th at City Hall from 9 -11AM
- Rotary Club Golf Tournament-** Sept. 24th at Giddings Municipal Golf Course
- 21st Annual Wendish Fest** – September 27th at the Serbin Picnic Grounds, the Sieker Band will be featured performers.

OCTOBER EVENTS

OFFICIAL DEDICATION the Rural Texas Tourism Center - Oct 17th

Thank you to our outgoing Board Members for their years of service and commitment to our community.

Darlene Myers-Treasurer
 Normette Moore-Director
 Minnie Simmang-Secretary
 Mary Ross-Past Board Chairwoman

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“One good customer well taken care of could be more valuable than \$10,000 worth of advertising.”  
**Jim Rohn**

## Duplicating Leadership

From the Desk of Bob Goshen

August 04, 2009 - Vol 13, Issue 14

### THREE DEADLY SINS: Traps Every Entrepreneur Must Avoid

While there is no shortage of books and articles on how to become a better leader and build the ideal organization, there are few that address the management approaches that can slow and ultimately destroy the growth of people and organizations. There are three traps that must be identified and avoided, three threats that will ultimately lead to failure.

#### Centralization of Power

When power is centralized, all decisions are made from the top down; a few "elite" people in leadership positions offer very little or no opposition to suggestions from the president/CEO. This type of leadership has been used by communist organizations and is known as "Command and Control." It is often found in organizations where the president or CEO has created an advisory circle of friends who offer no resistance to the ideas and suggestions he or she brings to the table. This leadership model is extremely dangerous because all decisions are made without the knowledge or vital input of the people the decision will affect. This is especially critical because those people are generally the producers within the organization. The majority of organizations owe their continued growth to a few key leaders who have proven their success by contributing ideas, suggestions, and improvements while actually performing in the day to day activity; but when power is centralized, the personal observations and experience of those key contributors are overlooked and overpowered behind closed doors. Centralization of power without considering the people who create the majority of production and success will in a short time take the heart out of those producers, and they will seek an organization that values their ability to produce.

#### Redistribution of Income

Income redistribution arises out of the desire to spread more money to the masses so that more people will benefit. The idea evolves as the leader observes there are those in the organization who are making a lot of money, too much money in his or her estimation. The head of the organization will determine that those who are making the most money (based upon their personal production) should have their income decreased and reworked in order to spread the wealth to others, very often to others who have yet to prove their value as producers. Those in leadership retire to the boardroom, often surrounded by non-producers, and as a group they will begin to methodically restructure and redistribute the income by taking away the existing payouts of proven producers. This can be done in a variety of ways: increasing a territory while reducing commissions, eliminating financial incentives such as profit sharing, or by restructuring stock incentives. The impact of these decisions is disastrous as it actually punishes the people who produce profits and intellectual equity. Most importantly, it violates trust; the change sends a message to those who have been loyal and who have proven their ability to succeed that they can no longer trust those in control. Once this trust is violated, it is virtually impossible to reestablish. Remove the "fire" from the producers, and the organization begins a descent down the slippery slope of negative growth.

#### Imbalance of Authority

The number one complaint voiced in leadership seminars is "How do I relate to a superior who doesn't have a clue about what he/she is doing?" Many organizations and corporations move people into positions of power based on "relationships rather than résumé." A family member or an old college friend is placed into a key position of responsibility. The leaders who fall into this trap fail to recognize the key ability they must cultivate, the ability to create respect. They fail to understand that the best way to create respect is by doing what they ask their followers to do. People are not impressed with "text book experience," especially in those who have been chosen to lead a veteran leadership team. Favoritism should never be the rule for placing people in leadership positions; how one feels about a person's potential performance should yield to what one knows about people and what they have already proven. When making appointments, the president or CEO should always ask, "How will this affect my existing team?"

Organizations will restructure unwittingly utilizing three tactics without understanding how they negatively impact performance. Often this is done out of ignorance, but at times there are leaders who have risen to a degree of arrogance that overrules their intelligence. They will never accept the fact that by implementing these ideas they have destroyed the growth and expansion of their enterprise. Instead of seeing how their actions have created negative reactions, they begin the process of "finger pointing," believing those who once were key producers have just become "lazy." They begin building their organization's future based upon the competition rather than upon competence. Not realizing what they have done or not admitting what they have created, they spend hours looking at "numbers" on spreadsheets instead of observing those who create the numbers. Sometimes, rare as it may be, they wake up to the realization that when producers are punished, production stops.

Examine the negative impact when corporations, organizations, and even governments operate from these three positions.



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Chamber Member Address

**Free Website Seminar - The Chamber will host a Website Seminar for Chamber Members to develop their profile on the Giddings Chamber Website. You will learn how to add pictures, video, promotions and events pages. On September 16th we will have four time slots available for your convenience. Space is limited in each class so call to reserve your spot early-979-542-3455.**

**Chamber Luncheon – September 18<sup>th</sup> at Los Patrones Mexican Grill with SPECIAL SPEAKER ~ Bluebonnet Electric Cooperative:** We host a once monthly Chamber Luncheon for members. These luncheons are designed to be networking opportunities for members while creating and fostering the fellowship aspect of belonging to a membership organization. Your greatest asset in business is your relationship with your customers or potential customers you may encounter at Chamber luncheons, Ribbon Cuttings, Open Houses and After Hours Mixers. We meet at Los Patrones Mexican Grill from 11:30 to 1:00pm. Space is limited. Call to reserve your seats. **Thank You to Bluebonnet Electric Cooperative - Luncheon sponsor.**

**Thank you to our Board of Directors!**

**We now accept credit card payments for chamber membership dues, sponsorships, tickets and advertising. We want to help make your life easier by providing you with great service.**

Check out our website at [www.GiddingsTx.com](http://www.GiddingsTx.com) to get up to the minute information and details about upcoming events and activities happening in Giddings and Lee County. We are your information resource. Email: [giddingscofc@verizon.net](mailto:giddingscofc@verizon.net)  
Office Phone: 979-542-3455 or Fax: 979-542-7060. [www.GiddingsTx.com](http://www.GiddingsTx.com).

#### **WELCOME NEW MEMBERS**

**Lavender Cows Resale & Collectibles** - Owner, Sherri Foster: 140 CR 145, Caldwell, Texas. (979-574-1658) Resale and collectible items. Relocating to Giddings soon. Watch for details.

**Rainy Tree Service** - Owner, Efrain Lara: 244 Oak Bend Lane, Giddings, Texas. (979-540-0250) Tree removal service, Stump grinding.

**TLC Cabinets & Trim** - Owner, Thomas Matthijetz: 3321 FM 448, Giddings, Texas. (979-281-7284) Carpentry and trim work. All work done on-site.

**Wal-Mart Stores, Inc.** - Store Manager, Keith Cullum: 2374 E. Austin, Giddings. General Merchandise Retail. Friendly, hometown retail store offering a wide variety of merchandise at everyday low prices. Lowest prices in town, satisfaction guaranteed. Always!

**Partners at Nails Creek State Park** - 289 W. Railroad, Giddings, Texas. (979-289-2392) Partnership to enhance tourism activities at Nails Creek State Park.