

Developing leaders to  
create positive results  
in Texas government.



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OCTOBER 2007

## Monthly Luncheon — October 24, 2007

**Max Sherman, Chair Emeritus and former Dean of the LBJ School of Public Administration**

Joelyn Weeks, Program Director



Max Sherman will be the keynote speaker at the October 24, EWTG Monthly Luncheon, where he will be discussing Barbara Jordan and his new book *Barbara Jordan: Speaking the Truth with Eloquent Thunder*. This book brings together several major political speeches that articulate Barbara Jordan's most deeply-held values, some of which readers can also watch on an enclosed DVD. Throughout her career as a Texas senator, U.S. congresswoman, and distinguished professor at the Lyndon B. Johnson School of Public Affairs, Barbara Jordan lived by a simple creed: "Ethical behavior means being honest, telling the

truth, and doing what you said you were going to do." Her strong stand for ethics in government, civil liberties, and democratic values still provides a standard around which the nation can unite in the twenty-first century. For information about the book see the following link: <http://www.utexas.edu/utpress/books/shebar.html>.

Sherman served as Dean of the LBJ School from July 1983 until September 1997. Prior to his appointment at the LBJ School, he was Special Counsel to the Governor of Texas. From 1971 to 1977 he served in the Texas Senate, leaving in 1977 to become President of West Texas State University. During his tenure as State Senator, Sherman was recognized by Texas Monthly in 1973, 1975, and 1977 as one of the ten best legislators, citing his integrity, intelligence, and "genuine sense of public service."

Over the years, Sherman has held numerous national and state appointments to boards and committees studying such topics as higher education (management effectiveness and financing), intergovernmental relations, mental health and mental retardation, hazardous waste management, infrastructure needs and financing, and energy and conservation.

Sherman has a J.D. degree from The University of Texas at Austin and a B.A. in history from Baylor University.

Make your reservations now by emailing [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or calling 512.248.2044. EWTG luncheons are \$20 and are held on the fourth Wednesday of each month at the Austin Woman's Club, 708 San Antonio Street.

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## CALENDAR OF EVENTS



### October 10 *October Minicourse*

Carver Branch Library, 1161 Angelina, at Noon. Topic: "Workplace Attire or Other Wear". Presented by Amber Travis-Pallinas and Linda Wedick of *Career Design Specialists*. Free to members and guests. For information and lunch option reservations, contact [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or call 512.248.2044.

### October 11 *Retiree Committee Meeting*

Mandola's Market, 4700 West Guadalupe (In The Triangle at Lamar and Guadalupe), at 5:15 pm. This monthly meeting is open to any EWTG member who is retired or who is interested in retirement issues.

### October 11 *Houston Affiliate Meeting*

Noon - 1:00 pm, in a conference room of the Elias Ramirez Building (5425 Polk St). The Affiliate provides beverages – bring your own brown bag lunch. For information and room location, contact Rosa Wilks Broussard, Houston Affiliate Chair, at 713.748.2816 or email: [rmbroussard@hotmail.com](mailto:rmbroussard@hotmail.com).

### October 18 *Dallas Affiliate Annual Luncheon Conference*

Thursday, September 18th at the UT Southwestern North Campus. Featured Speaker: Jacqueline Cornaby. For more information or to RSVP, contact Vicki Moores at [Vicki.Moores@UTSouthwestern.edu](mailto:Vicki.Moores@UTSouthwestern.edu) or 214-648-0801. RSVPs are due by October 16th.

### October 24 *Monthly Luncheon*

Austin Women's Club, 708 San Antonio, at Noon. Topic: Max Sherman discusses his new book and DVD on Barbara Jordan entitled "Speaking the Truth With Eloquent Thunder" The cost is \$20 per person. For information and reservations, contact [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or call 512.248.2044.

### November 19 *21<sup>st</sup> Annual Professional Development Conference*

Featuring 3 keynote speakers, over 30 workshops, 25 exhibitors, "Woman of the Year Award" and a silent auction to benefit the EWTG Scholarship Program. Program details and registration available online at [www.ewtg.org](http://www.ewtg.org).

### December 4 *Annual Holiday Luncheon*

Green Pastures Restaurant. Members-only event to celebrate the accomplishments of 2007 and install the 2008 Board of Directors plus the Annual Teddy Bear drive to benefit the Austin's Children's Shelter. RSVP required to [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or call 512.248.2044.

## 2007 DIRECTORS

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## President's Corner *Solution Oriented*

Connie Williams, President

***"Wherever I go in America, I like it when the land speaks its own language in its own regional accent."***

***—Lady Bird Johnson***

The autumn season is here and brings changes and transitions as nature prepares us for the winter. Last month, EWTG members enjoyed an educational tour of The Lady Bird Johnson Wildflower Center. As we walked through the gardens, I observed the autumn flowers fading and saw the wild parsley and ivy in their bloom providing a source of nectar for the butterflies. I also thought about Mrs. Johnson and the legacy she shared for us to enjoy. Mrs. Johnson was a solution-oriented leader. In her quest to protect and preserve the nation's native plants and wildflowers, Mrs. Johnson sought to understand the land's own language and developed a solution for America to experience our natural landscapes.

Our ability to solve problems can pose opportunities or potential setbacks. Challenges and setbacks are a part of life and cultivating a solution-oriented mindset can help us develop effective solutions. The last months of this year offer a special invitation to reflect upon our growth, accomplishments, hopes, dreams, and challenges because autumn is also a sign of maturity.

Autumn is also a great time to simplify our lives by being solution-oriented. Like the seasons in nature, people and organizations go through seasonal cycles. During this time of year, our fruits of labor are being harvested from the winter planning, spring planting, and summer cultivation. We can store our harvests of experience, knowledge, and lessons learned. Our abundant harvest can strengthen us for the next winter planning and spring planting as we transition through the various cycles of our personal, family, career, and community lives. We can start to see how our lives are tied to the natural seasons.

Although we store our harvest for unforeseen setbacks, what if because of uncontrollable circumstances our harvest was poor? How can we reposition ourselves to move forward through the seasons from a position of strength? A lesson we can learn from the poor harvest is that a good harvest is not guaranteed no matter how favorable the climate, how rich the soil, or how hard we work. Poor harvests may come from uncontrollable circumstances or from our own mistakes. In either case, we must rise the next morning and begin the process of planning and planting again.

Let us use this autumn season to reflect on our growth and remain solution-oriented to inevitable events. Renew your commitment to gain more knowledge by attending the last minicourse and luncheon of the year, getting your registration completed for our November 19<sup>th</sup> conference, and making preparations for our Annual Holiday Luncheon and 2008 Officer Installation.

The harvest is bountiful and we can appreciate that as each season's cycle ends, EWTG is ready to help you enter the next season of planning and planting for a solution-oriented climate.

If you would like to receive the current adopted minutes from EWTG Board meetings, please contact EWTG's Executive Director, Jennifer Royster, at [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or 512.248.2044.

## Program Committee: October 10 Minicourse

### Workplace Attire or Other Wear?

**Presenters: Amber Travis-Ballinas and Linda Wedick, Career Design Specialists**

Joelyn Weeks, Program Director

Is your workplace dress code policy easy to administer? Do you help in planning that conversation with employees who may not follow the dress code? In some cases, there is a blurred line between business wear and casual wear.

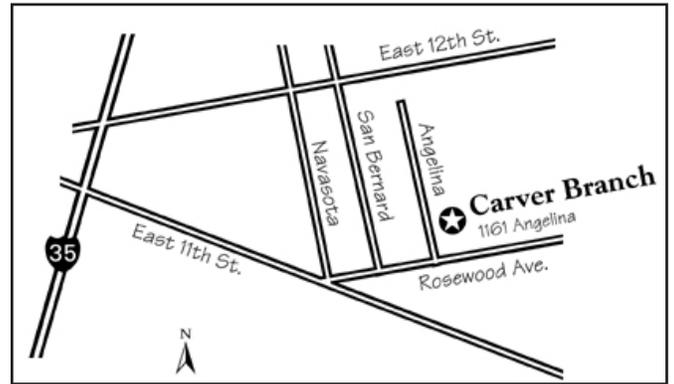
Amber Travis-Ballinas and Linda Wedick, owners of Career Design Specialists, will present a two-part program aimed at appropriate workplace attire while also offering ideas for a transforming a workday outfit into a perfect evening ensemble.

Amber will discuss how to have those conversations with employees who may be violating your organization's dress codes. Such conversations can be difficult and provoke emotion. Amber will give guidance for objective discussions with employees about appropriate workplace dress.

Linda will demonstrate how one can create their own 20-minute makeover from office attire to evening wear. Many times professional women leave the office to attend a social event without having time to go home and change. Linda will share ideas and tips for altering that workday suit or dress into something snazzier for the evening.

Amber holds a B.A. from the University of Texas at Austin and a M.B.A. from the University of St. Thomas. Amber has lectured at various universities on topics such as HR Management, Strategic Planning, Improving Organizational Performance, and Organizational Behavior. Linda is a fashion consultant and professional make up artist for Chanel, Christian Dior, and Biotherm. She has also been a professional dancer working the southwest circuit in places such as Casa Marrana, Ft. Worth's famous theater in the round, Dallas State Fair Musicals and Houston's Original Market street. She has worked with such choreographers as Tommy Tune and Patsy and Patrick Swayze. A graduate of Kilgore College, Linda was a lieutenant in the well-known Kilgore Rangerettes.

Mark your calendars for October 10<sup>th</sup> for what will be both an educational and fun Minicourse session. The Minicourse will be held at the Carver Branch Library, 1161 Angelina, (just off East 11<sup>th</sup> Street).



To help you make the most of your lunchtime, EWTG will again have Mangia pizza, loads of fresh green salad and cookies for \$6 per person or \$3 for salad only, or you can bring your own lunch. Pizza will be served from 11:30 a.m. to 12 noon. The program begins at noon and it ends by 1:00 p.m.

For information and reservations, contact EWTG by email at [ewtg@ewtg.org](mailto:ewtg@ewtg.org) or by telephone at 512.248.2044. Please state whether you want to purchase pizza and/or salad when you make your reservation. Also, because EWTG provides the pizza at cost based on reservations, please be mindful that EWTG may have to invoice those who order pizza but are unable to attend.

## EWTG Community Services Continues

Gaye Greever McElwain

A great time was had by all at the EWTG Bowl Painting Party held at Clayways on September 30<sup>th</sup>. EWTG members painted 25 beautiful bowls that will be sold at the Empty Bowl Project benefiting the Capital Area Food Bank. These original works of art by our EWTG members will be among the 2,600 bowls created for this year's event. Members enjoyed getting creative with their designs and messy with their hands at this unique community service event. There was food, fun and networking as participants spent two hours working in right-brain mode.

If you missed the painting party but want to support the Empty Bowl Project (and get a chance to see the EWTG bowls in person!), mark your calendar for Sunday, November 18<sup>th</sup>. The Empty Bowl Project runs from 11:00 to 3:00 and features delicious soup, beautiful pottery bowls, and live Austin music. Last year the event raised almost \$38,000 to help end hunger. The date is easy to remember because it is the day before the EWTG Conference. For more information visit: [http://www.clayways.com/e\\_emptybowl.html](http://www.clayways.com/e_emptybowl.html)

**IMPORTANT REMINDER:** The EWTG donation drive to support Lisa's H.O.P.E. Chest continues into October. Remember to clean out your closet and bring your donations to the October Minicourse and Luncheon. Lisa's H.O.P.E. Chest is an Austin-based, non-profit organization that provides gently-used professional clothing free of charge to women and men in need. We need donations of gently-worn fall and winter career clothing, coats, and accessories, purses, and shoes. The H.O.P.E Chest accepts cleaned professional clothing and accessories for women and anything wearable for men.

**MANY THANKS** to all EWTG members for the great support we've provided this year to GENaustin, Lisa's H.O.P.E. Chest, and the Empty Bowl Project. Together we are making a difference!

# Membership Survey Results Summary

Shannon Kelley, Membership Director

The EWTG Membership Committee conducted its second survey to gather feedback from the membership to identify improvements that could be made to the organization's newsletter, website, monthly luncheon and minicourse activities. The survey also included questions about membership benefits.

There were 132 survey respondents to the survey; 117 of the respondents answered all the questions. Respondents provided a generally representative sample across demographic categories, including age and number of years in EWTG. Survey responses included the following:

### Newsletter/Website

- Respondents indicated the newsletter is a popular benefit. Ninety-two percent read the EWTG monthly newsletter monthly, and 89 percent agree that "the newsletter contains information that is useful to me." Several respondents noted the length of the newsletter and suggested a format that would allow users to click on the headlines to see more information. The most frequently suggested topics were tips on career advancement including leadership and mentoring and a section for member profiles.
- Survey results indicate that members read the newsletter more often than they access the website. Only 32 percent of survey respondents agreed that they regularly visit the website. Of those who do visit the website, most agreed that the information on the website is useful. Members provided excellent recommendations for improving navigation and content of the website.
- Eighty-two percent of survey respondents said the job postings are useful to either themselves or their staff.

### Membership

- Only 25 percent of respondents indicate they participate on a committee.
- Members indicated the most rewarding aspects of EWTG membership are networking and professional development.

### Monthly Luncheons

- Sixty-seven percent of respondents said they did not attend the monthly luncheons. Of those, 50 percent cited work commitments; 23 percent said the speakers or topics do not interest them; and 23 percent said the luncheon is too costly.
- More than half of respondents (51 percent) said that the luncheons "provide information and ideas I can use in my professional work." Only 9 percent disagreed.

### Minicourses

- Only 15 percent of respondents regularly attend the Minicourses. The primary reason for those not attending is the inability to take time from work (57 percent). Just more than 20 percent said they have a conflict with the Wednesday meeting time, and 23 percent said that the speakers or topics do not interest them.
- Those who do attend generally agree that the "Minicourses provide information and ideas that I can use in my professional work." Only 4.8 percent disagreed with this statement. Slightly more than 50 percent said they had no opinion or the question was not applicable to them.

### Annual Conference

- The annual conference continues to be a popular and worthwhile benefit for members. Seventy percent of respondents attended the 2006 Annual Conference, and 65.3 percent of those stated it met their professional development needs.
- Almost 80 percent plan to attend the conference in 2007, and nearly 50 percent (46.8) stated they would attend even if their agency was unable to cover the registration fee.

### Special Activities

- While 39 percent of respondents participated in at least one community service activity in 2006, almost 70 percent (69.4) agreed that community service activities are an important part of member offerings.
- An executive forum was the most frequently chosen option for future professional development opportunities, with 48.8 percent of respondents indicating it is something they would like to see.

The EWTG membership committee has shared the survey results with the board members. The survey results are most useful as the board considers all of the responses in improving the services provided to the organization's members. Thanks to all who participated!



### More Fun from the EWTG Silent Auction!

Whether you want to embark on a romantic getaway or enjoy a Texas day trip, our EWTG silent auction donors have you covered!

Getaways from the San Juan Puerto Rico Marriott Resort and Stellaris Casino, The Driskill Hotel, and Houston Intercontinental Hotel will be offered for silent auction this year. For Texas adventures, EWTG attendees may choose to wander the Lady Bird Johnson Wildflower Center, shop the Museum at the George Bush Presidential Library in College Station, or tour Austin's Bob Bullock Museum. You'll also find art, jewelry and gift certificates to your favorite restaurants.

Generous donations continue to arrive, but **we need your help!** Contact Carol Lauder, 512.731.8799, for a donation form and solicit your favorite shop/service/vendor. Your special connections will ensure that this year's silent auction is a great success.

Remember: "The more you give the more you get!" Silent Auction proceeds benefit EWTG members with training and professional development opportunities.

# EWTG 21<sup>st</sup> Annual Professional Development Conference

The 21<sup>st</sup> Annual EWTG Professional Development Conference is *quickly* approaching. This all-day event provides an exciting opportunity for participants to meet with and learn from other state government, higher education and industry professionals. Your Conference Committee is working hard to plan an educational and fun conference this year!

## Registration Continues!

As in previous years, the Annual EWTG Professional Development Conference will be held at the beautiful **Renaissance Hotel** in Austin, Texas.

### The keynote speakers at this year's event will include:

**Commissioner Hope Andrade**, Texas Transportation Commission;  
**Linda Larsen**, Positively Speaking; and  
**Claudia Stravato**, EWTG Founding Member and CEO of Planned Parenthood in Amarillo.

Also on tap for the conference:

- more than 30 professional development sessions, covering a wide variety of topics and issues;
- a silent auction, which funds the EWTG Scholarship Program;
- select exhibits and vendors;
- the prestigious Woman of the Year Award presentation; and
- countless networking opportunities!

### ~ REGISTRATION TIMELINE & FEES ~

Registration Timeline	Member	Non-Member	With New or Renewing Dues
October 1 – 31	\$175	\$210	\$225
November 1 and after	\$225	\$260	\$275

Conference information forms can be found at [www.ewtg.org](http://www.ewtg.org).

Watch your email for conference updates, including session details, keynote speaker bios, parking information, and hotel arrangements for those traveling to Austin to attend the conference.

*We hope you will all plan to attend this year's conference and bring a friend!*

## CALL FOR WORKSHOP MODERATORS

Executive Women in Texas Government

# 21<sup>st</sup> Annual Professional Development Conference

Monday, November 19, 2007  
Renaissance Hotel (Arboretum) - Austin, Texas

### I WANT TO VOLUNTEER!

I want to be involved with EWTG! I would like to support the 2007 EWTG Professional Development Conference by serving as a Moderator for a workshop. Please find my information listed below:

Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Workshop Preferences: \_\_\_\_\_

As a moderator, you will be the KEY CONTACT PERSON for your presenter(s). Once you have been confirmed as a moderator, you will receive your workshop assignment, instructions for contacting your presenter(s), and a brief task list to help provide better service to the presenter. You will play a vital role in making sure the presenter you are assigned to feels that she/he is a vital part of our conference.

**Your volunteer time is greatly appreciated!**

Please return the completed form via one of the methods below:

**MAIL:** 21<sup>st</sup> Annual Program Committee, ATTN: Moderators,  
c/o EWTG, PMB #263, 815-A Brazos, Austin, Texas 78701-9996.

**EMAIL:** Diana Maldonado, Committee Chair at [dianamn@sbcglobal.net](mailto:dianamn@sbcglobal.net) .

**FAX:** 21<sup>st</sup> Annual Conference Program Committee at 512.248.2043.

*Instructions: Moderators must register for the conference. Every effort will be made to assign moderators to a workshop for which they would normally register. Please indicate in the space above for Workshop Preferences the workshops you prefer to attend and moderate. Use the session numbers noted in the registration brochure.*

## Say The Right Things First!!!!

Linda Larsen, CSP and 2007 Conference Keynote Luncheon Speaker © Copyright 2001

When someone espouses a point of view that is different from what you believe, or tells you that you were wrong about something, or expresses their anger to you in some less-than-professional manner, your automatic response may not be the most effective one to employ.

In order to understand this, let's first look at following precept. I believe that we are all driven by two basic needs: The need to LOOK GOOD and BE RIGHT. Think about it. Does this interaction sound in any way familiar?

"How ya doin' today, George?"  
 "Oh, I'm lookin' good and bein' right, how about you?"  
 "Hey, me too!"  
 "Cool. See ya later."

OK, maybe those aren't the exact words, but you get the picture.

Now let's look at what might be a typical automatic response when we are contradicted in some fashion:

"Well, let me tell you why that isn't correct."  
 "You've got your facts wrong."  
 "That's not right."  
 "I didn't do that."  
 "If you'll just calm down."

And the problem with those responses is that every one of them tells the other person that they are wrong. And how do they further interpret that? They further interpret it to mean that you think they are stupid or look bad. And when you make someone look bad or be wrong - you are dead in the water. Simply put - they don't like you. And when someone doesn't like you - they certainly don't want to make you look good by telling you that you are right!

Something has to give here, and you are just the one to do it. All you have to do is to make certain that the first thing out of your mouth is a statement that in some way acknowledges what they believe or what they are feeling. Notice I didn't say, "agree with them" - rather that you hear them and respect their feelings. Here are some examples:

"I can certainly understand why that would make sense to you."  
 "I can see how frustrating that would have been."  
 "I hear you. You're saying ....." (Here you say basically what they just said, only in your words.)  
 "Sounds like you have some information I don't have. Please tell me what that is. When you're finished, I'll share some information I have. But you go first."  
 "You sound very committed to this position. I'm interested in hearing what led you to this conclusion."

In these examples, you see, you didn't first disagree with the other person by telling them they are wrong. Rather you acknowledged them and let them speak. By doing so you have just accomplished 3 things.

1. You honored their need to look good
2. You strengthened your relationship rather than weakened it
3. You created a possibility that you might actually hear something you didn't know (what a concept!) and...
4. You have dramatically increased the odds that the other person will listen to you when they are finished.

Please understand, these responses don't come naturally. It's all we can do to wait long enough for them to shut up so that we can tell them how wrong they are and how right we are. We actually believe that by saying, "Yes, but..." we've done all we need to do. And FYI: "Yes, but..." usually means, "No, and..."

But the bottom line is this: That strategy won't get you the response you are looking for.

Here's a way to take this awareness from a concept to a practice. Start by paying close attention to how you respond when someone contradicts you or gets angry with you. Just notice your knee jerk reaction. Take a breath, and in that moment make a different choice as to how you will respond. Use one of the above statements. And then notice what amazing results you get.

And by the way, you will look reeeeeeeally good when you do this.

*Linda Larsen, CSP, helps individuals think strategically, communicate effectively, and celebrate success. She is an international keynote speaker, trial consultant and author of the book, True Power, and the best selling audio program, 12 Secrets to High Self-Esteem. She can be reached at [www.lindalarsen.com](http://www.lindalarsen.com) or 941-927-4700.*

### Are You Looking For Ways to Help with the EWTG Conference?

The Conference Evaluation Committee needs your help. The Conference Evaluation Committee plays an important role by analyzing the data to share with the speakers and workshop presenters, as well as provide a written report to the EWTG Board to plan for next year's conference.

Be a part of this exciting committee by volunteering a few hours of your time in one of the following capacities:

- ▶ Volunteer to assist with collecting the evaluations or;
- ▶ Volunteer to hand out the evaluation gift at the end of the conference or;
- ▶ Volunteer to assist with the data entry of the evaluation information after the conference. (An Excel data entry template will be provided and entry can be done anytime during the week following the conference)

If you are interested in volunteering to assist the evaluation committee, please contact the Conference Evaluation Committee Chair, Sandra Tate at [Sandra.Tate@tea.state.tx.us](mailto:Sandra.Tate@tea.state.tx.us) or 512.463.9025.

## Dallas Affiliate News

Chris McDaniel

October means the Fall Luncheon Conference and membership drive in Dallas. The conference, which includes lunch, will be held at UT Southwestern North Campus on 10/18/07 and starts at 11:00 a.m.

This year's speaker is Jacqueline Cornaby of Jacqueline International, Inc. For more than a decade, Jacqueline Cornaby, a change agent with expertise in the psychology of leadership, peak performance, feminine power, and organizational turnaround, has served individuals and business leaders with her unique ability to offer complex strategies into simple and powerful models than can be applied immediately for fulfilling, lasting results.

Jacqueline has been honored for her strategic intellect, insightfulness into human behavior, and commitment to empower women worldwide. She has directly impacted the lives of thousands worldwide through speaking engagements, audio coaching products, and private coaching.

For more information or to RSVP, contact Vicki Moores at [Vicki.Moores@UTSouthwestern.edu](mailto:Vicki.Moores@UTSouthwestern.edu) or 214.648.0801. RSVPs are due by October 16th.

General meeting information: Dallas Affiliate meetings are held on the second Thursday of each month, usually at the A.W. Harris Faculty Club, 5323 Harry Hines Blvd, Dallas (214.688.2653). The regular meetings begin with an informal social at 6:00 p.m., followed by dinner and a business meeting at 6:30 p.m. The program begins at 7:00 p.m. The cost is \$20 per person. If you would like to receive the Dallas Affiliate monthly e-mail program announcement, or to RSVP regarding your attendance, please call Chris McDaniel at 817.468.7917 or e-mail her at [bossynursemom@netscape.net](mailto:bossynursemom@netscape.net).

## 2007 Affiliate Officers

### Dallas Affiliate:

**Susan Rossiter, Chair**

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**Cary Wilkerson, Treasurer**

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**Chris McDaniel, Communications Director**

McDFam Inc.  
817.468.7917

[bossynursemom@netscape.net](mailto:bossynursemom@netscape.net)

## 2007 Affiliate Officers

### Houston Affiliate:

**Rosa Wilks Broussard, Chair**

[rmbroussard@hotmail.com](mailto:rmbroussard@hotmail.com)

**Sherbert Mims, Chair-Elect**

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**Rebecca Rae, Communications/Newsletter Chair**

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**Marline Boyd, Courtesy Chair**

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**Kay Smith, Programs Chair**

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**Carolyn Kirkwood, Public Relations Chair**

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**Holly Faison, Treasurer**

[holly.faison@txdps.state.tx.us](mailto:holly.faison@txdps.state.tx.us)

## Houston Affiliate News

Rebecca Rae

The Houston EWTG Affiliate meets on the second Thursday of each month, Noon – 1pm, in a conference room of the Elias Ramirez Building (5425 Polk St). The conference room location may vary, but information will be posted each month, directing participants to the proper room. This is a brown bag affair, though beverages are provided. For information, contact Rosa Wilks Broussard, Houston Affiliate Chair, at 713.748.2816 or email: [rmbroussard@hotmail.com](mailto:rmbroussard@hotmail.com).

## September Luncheon Recap

The EWTG Board – Who are They? What Do They Do?

Joelyn Weeks, Program Director

EWTG luncheon attendees had an opportunity to learn more about the details of board members' roles and responsibilities. Each board member described her role with focus on her primary duties, overview of 2007 accomplishments, considerations required for completion of duties, and highlights or lessons learned in the role.

Each board member described the importance of her role while also emphasizing her service to the entire organization. Luncheon attendees learned more about the work performed outside of the visible events.

Board members making presentations included Connie Williams, President; Susan Durso, President-elect; Carol Jackson, Vice President; Shannon Kelley, Membership Director; Ardra Alexander, Treasurer; Clare Dyer, Financial Officer; and Joelyn Weeks, Program Director.

President Connie Williams followed presentations of other board members by describing the mission of the organization and the importance of the organization's leadership. She said the board's collective focus is finding the best way for leading and serving the organization.

Attendees indicated the board presentation was very helpful in further defining how the organization's leadership continues to support the success of the organization. The organization has continued to grow and evolve over its 23 years of existence. It was evident from the board members' presentation that the board is committed to continued organization success by serving the membership.

## September 12, 2007 Minicourse Recap

Joelyn Weeks, Program Director

Tela Mange, Chief of Media Relations for the Texas Department Public Safety (DPS) was the guest speaker at the September 12<sup>th</sup> Minicourse.

Tela joined DPS in November 1997 after spending several years in public relations and marketing for three high-tech companies in Austin. She also spent four years at the National Wildflower Research Center (now known as the Lady Bird Johnson Wildflower Center) and worked in employee communications for the Southern Union Company.

Tela described a day in the life of Public Information Officers (PIO). At DPS each day is different and various news stories get much attention. It is important that DPS PIO staff adhere to certain communication standards when answering calls from the public or media. She also shared various human interest stories about how good things can happen during times of crisis. As one example, she described how a local community came through during a tragic accident. The accident occurred during 100-plus degree heat. While investigators, media staff and law enforcement personnel completed their work, the local community brought cool drinks, ice, water and snacks to those working the accident.

Managing media relations for the DPS is a 24-hour-a-day responsibility. News stories, disasters, Amber-alerts and other high-profile events often occur outside the 8 to 5 workday. Her staff rotates on-call duty and remains prepared for any media relations. As Tela shared lots of good advice for dealing with the media, she distributed pocket cards with tips for dealing with the media. The pocket cards serve as reminders for the PIO staff when they are interviewed by the media. Advice on the cards includes the following:

- Listen carefully to reporters' questions.
- Don't accept the reporter's definitions.
- Pause, think, take your time and ask for more time if you need it when asked a question.
- Respond only to the question you've been asked; don't speculate.
- Stick to core message.

Various Minicourse participants stated the topic was very interesting and provided them with another view of another role within state government.

## First Year Members

Brenda Anderson  
Joan Minton  
Christine Webb

Health and Human Services Commission  
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## Renewing Members

Gail Anderson  
Elizabeth Ascott  
Mary Bennett  
Patricia Brown  
Rhonda Covarrubias  
Janet Drake  
Betsy Ford  
Heather Hall  
Marjorie Hamby  
Jodie Harrison  
Patricia Hayes  
Alicia Key  
Lisa Mayes  
Chris McDaniel  
Connie Moy  
Mickey Rhea  
Jane Haney Rivera  
Susan Schultz  
Robin Shaw  
Guadalupe Sosa  
Marie Warwick  
Marquita Wiggins

Texas Racing Commission  
Texas Department of Transportation  
Texas Department of Transportation  
Texas Municipal Retirement System  
Texas Municipal Retirement System  
TX Dept. of Aging & Disability Services  
Retired, State Securities Board  
Comptroller of Public Accounts  
Retired, TX Department of Transportation  
UT Health Science Center - San Antonio  
Texas State University System  
Office of the Attorney General  
Loeffler Tuggey Pauerstein Rosenthal, LLP  
Curves – Dallas Red Bird  
Texas Facilities Commission  
State Securities Board  
Texas Workforce Commission  
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## Returning Members

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## Stars Over Texas

**Megan Maldonado** has accepted a new position with the Health and Human Services Commission as a Senior IT Contract Manager. She can be reached at 512.206.5450 or [megan.maldonado@hhsc.state.tx.us](mailto:megan.maldonado@hhsc.state.tx.us)