

# FIAE's Summer 2019 Newsletter (July/August)

To [fiae@listserve.com](mailto:fiae@listserve.com) <[fiae@listserve.com](mailto:fiae@listserve.com)>

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Summer 2019



***Register today for FIAE's premiere event....***

**November 11-13, 2019  
The Ballantyne Resort  
Charlotte, North Carolina**

***For on line registration and hotel accommodations,  
go to [www.fiae.net](http://www.fiae.net)***

**Check out our beautiful 2019 destination and all  
it has to offer....**

***<https://www.theballantynehotel.com/>***

*Explore newly re-designed luxurious guest rooms, event venues and social spaces and luxurious resort amenities. Escape to the pools, spa or play a round of golf or tennis. Savor artfully presented, regionally inspired new American cuisine, and **sample one of the Carolinas' largest whiskey collections**. Guests enjoy curated experiences like afternoon tea and group experiential dining. The Ballantyne features a collection of elegant ballrooms, professional meeting rooms and outdoor venues. A complimentary Ballantyne-area shuttle is available for nearby dining and conveniences. Explore this dynamic city, exceptional outdoor recreation or venture out to wander idyllic country roads. Join us in November!*

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***Mark Your Calendar...Invite your Lobbyists...and Plan to Participate!***

**FIAE STATE ISSUES CALL**

**Wednesday, July 10 @ 1 pm, Eastern Time**

United States: +1 (872) 240-3412

- One-touch: <tel:+18722403412,953825301#>

Access Code: 953-825-301

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***For discussion and information on the "hot" issues happening in Statehouses across the country;***

## AGENDA

1. **CBD Update - Federal Update/Chris Jones, National Grocers Association**  
**State Activity/Elizabeth Tansing, Food Marketing Institute**
2. **Plant Based Food Labeling - Dan Colegrove, Plant Based Foods Association**
3. **Tobacco Issues/Vaping and 21 - Jim Duke, Manager of Industry Engagement for Altria Group Distribution Company (AGDC) will discuss industry trends relating to the tobacco and vapor category as it relates to 21. Garth Alston, Senior Director, State Government Affairs for Altria Client Services will discuss legislative trends.**
4. **Single Use Plastics - Lee Anderson, General Mills**
5. **W-2 No Match/Mismatched Letters - Molly Pfaffenroth, NGA**
6. **Open Discussion/Information - Brandon Scholz, WGA**

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## **FIAE Webinar Series: Wednesday, July 24 @ 1 pm EST**

### ***From Potential to Results - The Paradox of Potential***

**Presented by: Thom Singer, CSP**

**TO REGISTER and PARTICIPATE, go to:**

<https://attendee.gotowebinar.com/register/2132267906295060491>

*After registering, you will receive a confirmation email containing information about joining the webinar. (Make sure you enter the audio PIN# provided after you log in if you want to be "unmuted" and speak during the webinar.)*

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Having "high potential" does not mean performing at maximum capability. While many believe they are doing all they can, a huge number of professionals are frustrated because they and their teams are coming up short of expectations. Some have become paralyzed from taking risks by the fear of failure, while others are not sure what is holding them back.

**For those of you who attended the FIAE Annual Convention in Austin, Texas, you will remember keynote speaker Thom Singer, who received rave reviews from the audience.** Thom has surveyed hundreds of people and the feedback is stunning that the majority of people are confident they should be having greater success in their career. Companies in all sectors have employees who have reached a plateau or have become stuck in the "high middle".

There is a very real gap between potential and results, and Thom wants to show everyone the paths to doing more. There is more to getting to performance for the individual or the team than building a bridge across the gap between potential and results. Every person has different experiences and is dealing with unique issue. Participants will find ideas for themselves and the people on their team.

Invite your team to listen in for this mid-summer educational webinar! FIAE is lucky to enjoy hosting Thom

back - giving members a webinar presentation of his new hit keynote presentation!

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# From Good Old Boys to Good Governance

*--Bob Harris, CAE*

Perception is reality. It means if it is perceived to be true, it will seem more important than the facts.

If members perceive the organization's leadership to be good old boys, it can damage the credibility of an association or chamber.

Characteristics of good old boys are directors with seemingly perpetual terms. A lack of diversity. And, director ages representative of baby boomers and above (55 to 75); blocking the entry of young, diverse and emerging leaders.

Good old boys maintain an informal system of friendships through which they use their positions of influence by exchanging favors and information. Their meetings are likely to be social, more interested in the luncheon and perks, than good governance.

In the Danger Report analyzing associations, the National Association of REALTORS® describes a detriment to governance as a lack of "changing of the guard." The report states the problem: "As officers age, innovation declines."

A second point in the NAR report is the difficulty of finding quality volunteers. Few leaders are willing to spend time in meetings, debating unproductive issues and listening to reports.

## **Changing of the Guard**

**Consider ways to transform from good old boys to good governance.**

Expectations - Communicate responsibilities and desired behaviors. What does good governance encompass? It requires staying engaged between meetings, preparation for meetings, and consensus building. Good old boys may not like the duties of governance.

Competency Based - The nominating committee should assess strengths and weaknesses of the board. Find people who have skills, including innovation, consensus building, visionaries and financial oversight.

Term Limits - Most organizations prescribe term limits to ensure new people and ideas

join the leadership. Terms are usually often three-years with the right to serve one more term before stepping off the board.

Train and Orient - Good old boys may be averse to training. One might hear at the meeting, "but we have always done it this way." Take time to train annually and provide the governing documents needed to guide board efforts.

Perception - Discuss the image of the board. Perception may be reality; driving members away or harming strategic relationships. If members comment about the behaviors of the board that are not complimentary, discuss ways to change the image.

Diversity - Find ways to instill diversity. It might require appointing persons to represent diverse segments or engaging them for input. Have the board reflect the composition of the membership.

Less Social - If the board meeting has become the place to enjoy a meal and possibly liquor, try changing the environment. Be mindful of directors joining the board because they expect perks such as tickets, access to insider knowledge and the feel of exclusivity.

Accountability - The board is responsible for achieving results. It requires a team effort amongst directors, committee volunteers and staff. When directors don't fulfill obligations it's the role of the elected chair or officers to address the problem.

Boldness - A good board approaches mission and goals with a sense of boldness. Avoid a board focused inward, fearful of risk and lacking confidence outside the boardroom.

Conflicts of Interest - If good old boys maintain their status or board seats by exchanging favors there will be conflicts of interest. Be certain directors understand the need to monitor and disclose conflicts. Avoid proxies and vote swapping for personal projects.

Equality - It's a team. People should be treated with respect and as equals. Good old boys tend to be there because they do favors for their friends. The board should have a feeling of being run by all directors, not only a few with power.

Personal Agendas - Good old boys think they are on the board for personal benefit. Emphasize the role is to serve members. Use the nomination and installation processes to discourage personal agendas.

Strategy - Good old boys are seldom strategic. A high performing board sets and advances a strategic plan. It is the roadmap for board, committee and staff work.

Transparency - Members and stakeholders have an interest in the image of the organization. Good old boys prefer secrecy. Promote transparency.

The image of good old boys impedes good governance and significant outcomes.

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*Note: Bob Harris, CAE, provides free governance tips and templates at*

[www.nonprofitcenter.com](http://www.nonprofitcenter.com)

**Webinar Ideas? Newsletter Article Submissions?  
Send them our way!**

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