

FEBRUARY 2012



Special points of interest:

The 21 Irrefutable Laws of Leadership
Page 1-2

Making a Difference
Page 2

Mr. & Mrs. Manning
Page 3

TTTU Sneak Peak
Page 3

Inside this issue:

Customer Comments
Page 2

Employee Spotlight
Page 3

Birthdays
Page 4

Employee Anniversaries
Page 4

Events Calendar
Page 4

THE 21 IRREFUTABLE LAWS OF LEADERSHIP

John C. Maxwell



individual to be a leader. Sometimes that's true. But titles don't have much value when it comes to leading.

True leadership cannot be awarded, appointed, or assigned. It comes only from influence, and that cannot be mandated. It must be earned. The only thing a title can buy is a little time – either to increase your level of influence with others or to undermine it.

This is an amazing read – Maxwell takes you through 21 key laws necessary to learn / follow if you want to be an effective leader. I will share with you my favorite laws in the next few issues ☺ Enjoy!
-Nancy

The Law of Influence
The true Measure of leadership is Influence – nothing more, nothing less.

What do leaders look like? Do they always look powerful, impressive, charismatic? And how do you measure the effectiveness of a leader?

One of the most effective

leaders of the late twentieth century was anything but impressive upon first appearance. When most people think of Mother Teresa, they envision a frail little woman dedicated to serving the poorest of the poor. That she was. But she was also a tremendous leader. She had an amazing amount of influence with others. And if you don't have influence, you will never be able to lead others.

Leadership is often misunderstood. When people hear that someone has an impressive title or an assigned leadership position, they assume that

Margaret Thatcher, the former British prime minister, observed, "Being in power is like being a lady. If you have to tell people you are, you aren't." if you watch the dynamics that occur between people in just about every aspect of life, you will see some people leading and others following, and you will notice that position and title often have little to do with who is really in charge.

That being the case, why do some people emerge as leaders while others can't influence people

[continued on page 2](#)





Customer Comments

Huge thanks to Ellie! She was great to work with and always helpful and smiling. Tons of compliments on the CAMO too! Thanks
-Ryan Hartl

Thank you for everything! We even used your wedding dress preservation service.
-Eric Plautz

Awesome, friendly service! Thank you!
-David Deemer

Elisabeth, the store manager was such a great help. She is an absolute fantastic consultant and went above and beyond what was expected! Thank you!
-Ashley VanOverbeke

Everything went perfect and everything went so smooth Toni rocked!
-Chris Weber

no matter how hard they try? I believe that several factors come into play:

Character – Who They Are
True leadership always begins with the inner person.

Relationships-Who They Know
You're a leader only if you have followers, and that always requires the development of relationship – the deeper the relationships, the stronger the potential for leadership. Build enough of the right kinds of relationships with the right people, and you can become the real leader in an organization.

Knowledge – What They Know
Information is vital to a leader. Knowledge won't make someone a leader, but without knowledge, no one can become one.

Intuition – What They Feel
Leaders seek to recognize and influence intangibles such as energy, morale, timing and momentum.

Experience – Where They've Been
Experience doesn't guarantee credibility, but it encourages people to give you a chance to prove that you are capable.

Past Success – What They've Done
Nothing speaks to followers like a good track record. It gives followers a reason to trust your leadership ability - and to listen to what you have to say.

Ability – What They Can Do
They want to know whether that person can lead the team to victory. As soon as they no longer believe you can deliver, they will stop listening and following.

“He who thinks he leads, but has no followers, is only taking a walk.” If you can't influence people, then they will not follow you. And if people won't follow, you are not a leader. That's the Law of Influence. No matter what anybody else may tell you, remember that leadership is influence – nothing more, nothing less.

MAKING A DIFFERENCE Keith Ladsten (Tip Top Tux Owner)

Many companies exist and operate today with no clear direction as to “who” they are or “where” they want to go. Through our rapid growth and our need to focus on daily priorities, it became quite clear to me that we were one of them. We had a vision, but we hadn't defined it or shared it with our entire team. We hadn't developed concrete values that our team could rally around, emulate, recruit with. Knowing this, our core management team set out to define the “who” and the “where” and establish a clear path of where we wanted to go.

When you have the opportunity, please take a moment to look at the inside of our new catalog. We felt it important to share our company beliefs in a simple format that was easy to understand. We adopted “Make a Difference” as our mission statement. The greatest reward is to actually see both customers and employees embrace our direction. The following is an email correspondence from a client to an employee to a store manager and to Nancy:

I wanted to express how awesome it is that you continue to support our students and our local schools. The financial scholarship opportunities you offer, the free tuxedo certificates and the discounts that we pass along to our students do not go unnoticed. Thank you again for being an integral part of our students and their high school experiences!
- Shelley Buntjer M.S.
NCC School Counselor

Words can't express how much I love this company. We get the chance to make a difference every day! I just got this email from a guidance counselor that Sami met with today. She specifically asked Sami to pass this message to the owners of Tip Top Tux. I hope this makes your day because it made mine!
-Elisabeth

Wow! Elisabeth - I got tears in my eyes – yep, this is what it's all about!
-Nancy

Exactly! Making that difference one person at a time is the best feeling. After visiting with Shelley, Sami called me just to say, “I love my job!” I can't imagine working for a better place. Thank you for all you do.
-E

And thank YOU for all you do – you're the reason she loves her job – you showed her what's possible and there's nothing better than that. We may provide the platform, opportunity –but the rest is the way you choose to handle it every day, with everything you say and do –Elisabeth – its YOU that makes this a great place to work. Thank YOU for all you do
-Nancy

I knew that if we provided tools to our people we could “Make a Difference”, but never realized how much these things impact their happiness.



Mr. & Mrs. Manning



Melissa Joengbloeddt (Mankato store manager and area leader) became Mrs. Manning on Friday, February 10th. The happy couple are honeymooning in South Africa!

-Congratulations!

Employee Spotlight

Name: Liz Howard - **Title:** Manager - Floyd Blvd (Sioux City 002)

Favorite Movie: Kung Fu Hustle, Major League, and The Notebook

Favorite Color: Green! I'm not sure why I just like it a whole lot. It's pretty :)

Favorite Food: SUSHI (yum yum yum)

Favorite Song.... Ever: Bop Gun by Ice Cube and George Clinton.....or Miss Independent by Neyo....I like the Bop Gun cause it's just a ridiculously awesome song! Who doesn't love funk! Miss Independent has a good message for strong independent women :)

Place you're dying to vacation: VEGAS BABY!

Best Book you ever read: I was really into the Baby Sitter's Club and Goosebumps back in the day

Favorite year in high school: Senior. I like to think I was in my prime at this point :)

If you were going to karaoke... what's your song: Prince/Kiss or Snoop Dogg/Gin and Juice.

Who do you admire most: Someone who recognizes their faults, strives to be better, while still loving who they are as a whole. Someone who keeps their head up, stands up for others, doesn't take anything that doesn't belong to them, and can still know how to kick it when the day's over.

Favorite thing about TTT: EVERYTHING! This is the one place I get my fix and makes me feel fulfilled. There isn't anything else in my life that gives me the sense of fulfillment and satisfaction the same as TTT does :) The people are great, the motivation is high, and I love being able to be a part of something so great.



"The task of leadership is not to put greatness into people, but to elicit it, for the greatness is there already."

-John Buchan



Handling Difficult People and Conflict Resolution

It's impossible to stay in a conversation if you don't maintain mutual respect. As people perceive that others don't respect them, the conversation immediately becomes unsafe and dialogue comes to a screeching halt.

Why? Because respect is like air. If you take it away, it's all people can think about. The instant people perceive disrespect in a conversation, the interaction is no longer

about the original purpose – it is now about defending dignity.

For example, you're talking to an upset client about a tuxedo in a wedding party that didn't fit properly. You really want to help them figure out what went wrong and resolve the issue. That's your job. To make the client happy. Unfortunately, you also think the client is lying about the guy trying his tux on as your paperwork indicates that he refused to try it on. So, as the client continues their elaborate story, you roll your eyes. The disrespect you carry

in your head creeps out in one unfortunate gesture. And it's all over. What happens to the conversation despite the fact that you still share a common objective? It tanks. Now the client takes a shot at your incompetence. You add insult to injury by stating that without him trying on, how would you know it didn't fit? As attention turns to scoring points, everyone loses.

To learn more....sign up for the University Class on Tuesday, February 21st 9:30 - 10:15 a.m.

Here's a sneak peak for our
TTTU class on Tuesday,
February 21st 9:30 - 10:15 a.m.
Register by emailing
nancy@tttux.com

Birthdays

2/4 Sarah McDonald - Sioux City
 2/5 Jennifer Williams - Lincoln
 2/7 Katie Fields - Kansas City
 2/24 Shea Steidi-Kent - Moorhead
 2/27 Gaylene Iron Hawk - Plant
 3/1 Andrea Garrett - St Joseph
 3/3 Jennifer Lewis - Sioux City
 3/13 Melissa Jongbloedt - Mankato
 3/17 Sandy Assaad - Omaha
 3/21 Kaitlyn Burner - Marshall
 3/24 David Corporon - Sioux City
 3/26 Douglas Marsh - Sioux City
 3/26 Sharon Skinner - Sioux City

MARCH 2012

Employee Anniversaries

Sandy Assaad - Omaha, NE
 2/6/2005

Hanna Erickson - Moorhead, MN
 2/10/2009

Tasha Conley - Sioux City, IA
 3/1/2010

David Corporon - Sioux City, IA
 3/5/2009

Noah Peterson - Grand Forks, ND
 3/5/2011

Janice Modglin - Sioux City, IA
 3/11/2008

Dennis Holzman - Sioux City, IA
 3/15/2010

Alicia Kratke - Sioux City, IA
 3/16/2011

Shantell Hughes - St Joseph, MO
 3/16/2011

Sandy Tran - Sioux City, IA
 3/17/2009

Andrea Garrett - St Joseph, MO
 3/18/2008

Audrey Hume - Omaha, NE
 3/22/2010

Kaitlyn Burner - Marshall, MN
 3/22/2011

Sarah McDonald - Sioux City, IA
 3/24/2003

Marci Heier - Lincoln, NE
 3/24/2011

Doris Sandbulte - Sioux City, IA
 3/26/1998

Thomas Girard - Sioux City, IA
 3/26/2010

John Brun - Sioux City, IA
 3/29/2011

Susan Vis - Sioux Falls, SD
 3/30 1989

Angie Gutierrez - Sioux City, IA
 3/31/2009

Samantha Koontz - Marshall, MN
 3/31/2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 ST PATRICK'S DAY
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Upcoming Bridal Shows

2 Trendy Bridal Show
 2-19-12 (1PM-4PM)
 Green Acres - St Joseph, MO

Bridal Bazaar
 2-19-12 (11AM-4PM)
 College of Hair Design - Lincoln, NE

Omaha Bridal Show
 2-19-12 (10AM-5PM)
 Embassy Suites - LaVista, NE (Omaha)

Bridal Extravaganza
 2-19-12 (NOON-4:30PM) - Marshall, MN

Celebration of Style Bridal Show
 2-19-12 (10AM-3PM)
 Hellenbeck Hall - St Cloud, MN

Minot Bridal Fair
 2-19-12 (NOON-5PM)
 Grand International Inn - Minot, SD

Fergus Falls Bridal Fair
 2-19-12 (NOON-4PM)
 Best Western Inn - Fergus Falls, MN

Norfolk Premier Bridal Show
 2-19-12 (NOON-4PM)
 Divots Event Center - Norfolk, NE

Shannon Renee's Bridal Show
 2-26-12 (NOON-4PM)
 NE Missouri State - Maryville, MO

Lenexa Bridal Show
 2-26-12 (11AM-4PM)
 Lenexa Conference Center - Lenexa, KS

Sioux Empire Wedding Show
 2-26-12
 Holiday Inn Express - Brandon, SD

Northwest Buyers
 3-3-12 to 3-6-12
 Doubletree - Minneapolis, MN

Beyond the Bling Bridal Show
 3-4-12 (NOON-4PM) -
 DC Centre - Omaha, NE

Jackpot Junction Bridal Show
 3-10-12
 Morton, MN

NE City Bridal Show
 3-11-12(11AM-4PM)
 Arbor Day Farm Lied Lodge
 NE City, NE

PWG Spring Bridal Show
 4-1-12 (10AM-5PM)
 Overland Park Convention Center
 Overland Park, KS

Omaha Bridal Show
 5-27-12 (10AM-4PM)
 Harrah's - Council Bluffs, IA

Engaged at Union Station
 7-15-12 (11AM-4PM)
 Union Station - Kansas City, MO

Omaha Bridal Show
 8-26-12 (10AM-4PM)
 Embassy Suites - LaVista, NE (Omaha)

KDOG Fall Bridal Show
 9-23-12
 Mankato, MN

PWG Fall Bridal Show
 10-21-12 (10AM-5PM)
 Overland Park Convention Center
 Overland Park, KS

TIP · TOP · TUX

500 Floyd Blvd.
 Sioux City, IA 51101

Phone: 800.831.0902
 Fax: 712.277.8820
 marketing@tttux.com

VISIT US ONLINE!!!
 www.tttux.com