

KEYNOTE ADDRESS:

# Texas Roots to National Stage

BY SHARA BOHACH,  
(CLEVELAND)

Rosalyn (Roz) Mallet offered inspiring words about actively managing your career and moving it forward through instinct, innovation, mentoring, and values-based leadership. Overcoming odds as a woman and a person of color, Roz stated that you never know what you cannot do until you try. She spoke with passion about opportunities in the restaurant industry, asserting that if you work hard, develop and believe in your instincts, and proceed with confidence, you can do anything.

In her 10 tips for outstanding leadership, she included “seek mentors



and seek to mentor.” The giving back is equally, if not more important. With the help of mentors at every step of her career path, Roz went from working summers in college as a restaurant cashier to high-level positions with restaurant brands we all know, to becoming the first African-American woman to lead the National Restaurant Association (only the third woman to chair the board during that organization’s 96-year-long history).

Always a well-prepared risk taker, Roz left a highly successful corporate career to start an entrepreneurial business. And, at the start of a recession, no less! She succeeded in building PhaseNext Hospitality, a multi-brand, franchise-operating company, with outlets in non-traditional foodservice locations, such as airports and military bases. She consistently seeks out unique opportunities, and creates businesses from them.

Roz encouraged Dames to “learn the bad lessons very, very well, because those are the most important, and allow someone to ask you what could you have done better.” These are the insights that will guide you toward your next success.



Carol Brock, Roz Mallett, Beth Allen. Photo by CiCi.



## Takeaways from the 2013 Leadership Forum

BY BRAIDEN REX-JOHNSON (SEATTLE),  
LDEI SECOND VICE PRESIDENT

The 60 Dames who participated in this year’s Thursday-afternoon Chapter Leadership Forum (CLF) agreed that it was one of the most useful sessions at the 2013 Conference.

The CLF is open to chapter presidents, presidents-elect, and any chapter members aspiring to leadership roles. The gathering gives presidents and officers a chance to share their chapter issues and find support and answers. This year, attorney Jacqueline (Jackie) Hanson kicked off the session with a one-hour PowerPoint presentation entitled, “Running Your Chapter Like a Business, Part Two.” Key points in her speech, which focused on successfully managing, optimizing, and sustaining nonprofit status, included the following:



- Mission is the touchstone.
- Educate your Board of Directors, officers, and staff.
- The two fiduciary obligations for Directors are a duty of care and a duty of loyalty.
- Directors are charged with safeguarding the organization’s assets.
- Know and abide by the laws applicable to charitable organizations.

In underscoring the importance and vital work of volunteer, nonprofit organizations such as LDEI, Hanson said, “Noah’s ark was built by volunteers; the Titanic was built by professionals.”

Takeaways from the CLF’s first-ever “speed-dating” session, moderated by LDEI Board members, included:

- Establish a mentorship program for your Chapter’s scholars to observe and measure the progression in their careers.
- The St. Louis Chapter held a successful fundraiser with the theme, “Best Dame Tacos in Missouri.” Tailor this idea to the food you are selling and your state or region.
- Immediately after an event, follow up with your current partners and sponsors. Inform them that, “We will be looking to you for support again next year.”
- Appoint a “Member Liaison” to deal with difficult members and/or members who aren’t engaged.
- Organize a “Diner en Blanc” (Dinner in White), a worldwide trend in fundraising that originated in Paris.
- Hold raffles at your monthly meetings, with funds raised used to send Dames to Conference based on a point system (à la Atlanta).
- Hold a Dessert Dash (full descriptions in the Member Center, “Document Groups/Chapter Fundraising Ideas” section of ldei.org).
- Encourage new members to sign up for a Committee, which builds friendships, gets them involved, and helps identify potential leaders.