



Happenings!

RMA's Young Professionals Newsletter



CHECK IT OUT!
HAPPENINGS...OUR CALENDAR OF EVENTS

Richmond Times-Dispatch Production Plant Tour&Social

Date: March 15, 2005

Place: Times Dispatch Boulevard (Rt. 301 North and I-295)

Cost: **Free**

I understand it's an interesting tour of their production facility. Light fare and refreshments will be available.

Message from Your Young Professionals Chair:

Thank you to all of the folks that attended the Performing Arts Center presentation held at the First Market Bank building on November 29th. The turnout was excellent and I think everyone got a lot out of it. I know I am excited about the Center and I look forward to attending events when it opens.

I saw several of you at the RMA general membership breakfast meeting held in January at the Omni Hotel. Jeffrey Lacker, President of the Richmond Federal Reserve, was the guest speaker and gave us his economic outlook for 2005.

As mentioned above, our next function will be a plant tour of the Richmond Times-Dispatch facility located in Hanover County near the Route 301 and I-295 interchange. I hope you all can attend. Bring your friends! I will send out a flier on it within next few days.

I'd still like to hear some ideas for future events. Ideas that have been kicked around include a Richmond Braves game (in a skybox!), go-carts and a Richmond River Dogs hockey game.

Finally, as always, I urge you to consider joining the RMA as an associate member. You will be exposed to many different events and receive an informative journal every month as well as e-mail updates on industry trends.

Young Professionals Leadership Team

Ray Santelli – First Capital Bank (273-1166)

Jeff Nagle – Crestmark Commercial Finance (673-6800)

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Career Corner –

How to Develop Charisma: Twelve Key Moves

You've seen them. People like John Edwards or Carly Fiorina whose personal magnetism makes them stand out and propels them up the ladder of success.

But is charisma—that powerful personal magic that attracts people and promotions like a magnet—something you are born with or something you can learn?

It's common knowledge, for example, that the late president John F. Kennedy exuded charisma. Yet historians say his style was so carefully rehearsed that before running for president he even commissioned a study to determine the most effective handshake!

Those who study the phenomenon of charisma say while some people are innately more charismatic than others, there are certain things everyone can do to boost their charisma quotient. Debra Benton, author of *Executive Charisma: Six Steps to Mastering the Art of Leadership*, offers the following pointers:

Expect acceptance. Regardless of rank, expect to be treated as an equal. If you expect acceptance, you just might get it. If you don't expect it, you definitely won't get it.

Control your attitude. Success in business is based more on mental attitude than on mental capabilities. Be optimistic toward yourself, others and life. Walk into a room with a spring in your step and, a smile on your face.

Perfect your posture. Pull your rib cage away from your pelvis, roll your shoulders back and down, pull your stomach in, and tuck your bottom toward your spine. Breathe deeply. You'll not only look better, but feel more energized, alert, and in control.

Think before you talk. Think fast, pause, then speak purposefully. One CEO practices saying everything to himself before he says it out loud so that he will hear how it sounds and can change it if he needs to.

Slow down. Speed in speaking, moving, gesturing, and walking looks nervous and scared. Scared people get passed over, not hired or promoted. Learn to speak in a comfortable, easygoing, and welcoming way. Don't waste time, but do speak as if you have all the time in the world for those you are speaking to.

Shoot straight. Everything you say or write can be done in a simple, straightforward manner. Just do it.

Be a good storyteller. People understand you better, remember what you say longer, and find you smarter and more interesting if you use anecdotes to make your points.

Be aware of your style. Clothes don't make the man but they do make a difference. Wear well-tailored, good-quality clothes that make you look like you are in charge. But remember, it isn't as much about your look as how you look at things and what people see when they look at you.

Admit your mistakes. If you are error-free, you're likely effort-free.

Don't be bullied. If you are unjustly criticized, don't take the bait and get into an argument. Instead, calmly ask: "Why do you think that?" "What do you mean?" or "What's that based on?"

Be flexible. Be able to stand out while still fitting in with the crowd.

Be at ease with yourself and others. Look others straight in the eye, eliminate any defensiveness, and take the edge off your voice. Never let them see you sweat!

Debra Benton is a best-selling author and internationally acclaimed speaker and coach who specializes in helping executives do a better job of presenting themselves. Her clients span 17 countries and include NASA, Hewlett-Packard, IBM and Pepsi.



Career Reads...

To read more from D.A. Benton, check out *Executive Charisma*. Benton outlines a proven six-step approach for learning how to think, act, and relate to others like an executive. She provides powerful tools for fine-tuning the complete executive charisma skill set, including:

- Interpersonal communications
- Managing upwards
- Confidence building
- Business humor
- Executive bearing, and more

Career Moves: Join RMA Today!

Expand your horizons...

Increase your possibilities...

Broaden your knowledge...

Joining RMA as an Associate is easy. If you are an employee of an RMA Member Institution, you may join for a \$50 annual Associate fee and any local chapter dues (these average \$20, annually where charged). Simply fill out an Associate form available on our Web site at

www.rmahq.org.

**Joining RMA is an investment in
yourself and in your future.**

Make that investment!