

March, 2013

To: Epsilon Sigma Phi Members

Alpha Rho member Marie Blythe served as conference chair of the 2013 United Associations Conference, *Passport to Excellence*. Marie did a fantastic job of bringing together members of four different associations and delivering a great professional development experience. The underlying message was “why do you do what you do?” This idea came from the book by author Simon Sinek, *Start with Why*. A quote Sinek’s often uses is, “People don’t buy what you do; people buy why you do it.”

Sinek shares his thoughts on how great leaders inspire others in this TED Talk.

<http://bit.ly/143PIIY>

Enjoy? Send me your thoughts on “why you do what you do?”

Gayle Price

President, Alpha Rho Chapter