



# INNOVATION

**NATIONAL LEADERSHIP CONFERENCE**  
**WESTIN ARLINGTON GATEWAY** **JUNE 27-29, 2013**

## Wednesday, June 26, 2013

3:00 pm - 5:00 pm	Registration Open	Conference Central
6:00 pm - 8:00 pm	Early Arrival Dinner	Meet in Lobby to Walk

## Thursday, June 27, 2013

7:00 am - 6:00 pm	Registration Open	Conference Central
7:00 am - 8:15 am	Light Continental Breakfast	Pre-Function D
8:30 am - 4:30 pm	Pre - Conference Sessions	
	CEO/Presidents/Directors	F. Scott Fitzgerald D
	New Directors	F. Scott Fitzgerald E
2:00 pm - 4:30 pm	In - Community Sessions	
	Phoenix House	Meet in Lobby to Walk
	Smart Growth	Meet in Lobby to Walk
	National Cemetery Tour	Meet in Lobby to Walk
7:00 pm - 10:00 pm	Night Monument Tour	Meet in Lobby for Bus

## Friday, June 28, 2013

7:00 am - 5:00 pm	Registration Open	Conference Central
7:00 am - 8:00 am	Continental Breakfast	Pre-Function CDE
7:15 am - 8:00 am	Ambassador Meeting	F. Scott Fitzgerald D
7:30 am - 8:00 am	First Timers Session	F. Scott Fitzgerald E
8:15 am - 9:15 am	General Session	F. Scott Fitzgerald C
	Welcome / Opening Remarks	
	Keynote Speaker General (Army Ret) Vinny Boles	
9:15 am - 9:45 am	Book Signing & Break	Pre-Function D
9:45 am - 10:45 am	BREAKOUT SESSIONS	
11:00 am - 12:00 pm	BREAKOUT SESSIONS	
12:00 pm - 1:30 pm	Membership Luncheon	F. Scott Fitzgerald C
1:45 pm - 2:45 pm	BREAKOUT SESSIONS	
3:00 pm - 4:00 pm	BREAKOUT SESSIONS	
5:30 pm - 6:30 pm	Reception for Award Recipients	Louisa May Alcott
6:30 pm - 7:00 pm	Dinner Reception	Pre-Function CD
7:00 pm - 9:00 pm	Banquet Dinner	F. Scott Fitzgerald CDE
	Keynote Speaker Aneesh Chopra	

## Saturday, June 29, 2013

7:00 am - 11:00 pm	Registration Open	Conference Central
7:00 am - 8:15 am	Light Continental Breakfast	Pre-Function C
8:45 am - 9:45 am	BREAKOUT SESSIONS	
10:00 am - 11:00 am	BREAKOUT SESSIONS	

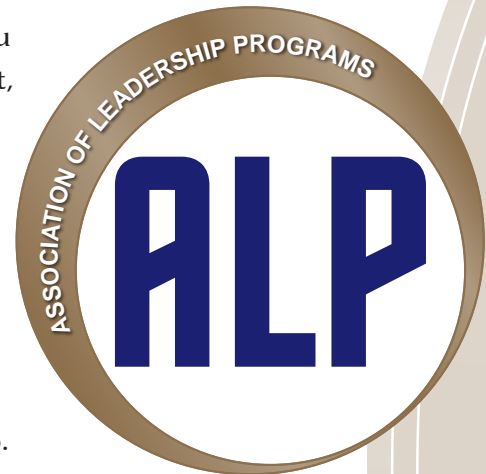
On behalf of the Board of Directors, WELCOME to the Association of Leadership Programs' 2013 National Conference! We are thrilled that you are among the many leadership programs that have joined us to connect, learn, and innovate!

We are fired up about this conference, and not just because it's the first stand-alone national conference for leadership groups since 2010. While we are certainly anticipating a great conference, I want to encourage you to think bigger about the significance of the next few days: We know that the health of any community is directly tied to the effectiveness of its leaders. And we know that the organizations at this conference are key to the health of each of our communities' leadership. And, we know that peer-to-peer learning is central to fostering innovation, learning, and impact for each of our organizations. Collectively, the next few days is about strengthening one another, which will ultimately lead to stronger communities and yes, a more vibrant nation.

With magnificent hospitality from our friends at Leadership Arlington on the doorstep of our nation's capital, we have bold aspirations for what you will bring with you by the time you board the plane or take the wheel to head home from this conference:

- Replication Readiness to adapt at least one new idea, program, or project in your own organization or community. Better yet, five or ten!
- Relationships with valued colleagues at other leadership programs that can serve as ongoing resources in a thriving community of practice.
- Recharged from the opportunity to spend time together with our own unique constituency of leaders within leadership organizations and learn from thought leaders.
- Renewal of your enthusiasm and involvement in the mission and work of ALP to foster the effectiveness of leadership programs!

We are very grateful to have the opportunity to serve and learn together over the next few days. Your involvement and participation in ALP strengthens the impact of this resource for all of us, just as you can heighten your impact by drawing upon the rich resources of counterparts in our field. There's a word for that—community—and we're glad that you're a part of the ALP community that gathers in Arlington this week!



WELCOME

A handwritten signature in black ink, which appears to read "Mark Scheffler".

Mark Scheffler  
Chair, ALP Board of Directors



# CONFERENCE & GENERAL HAPPENINGS

We are pleased that you could join us here in Arlington, VA. The conference offers many opportunities to learn, network, gain knowledge and make new friends. We start off with two pre-conference sessions and four in-community tours, including a night tour of the national monuments. We move on to a choice of 30 different workshop learning sessions, two national keynote speakers, and a Banquet dinner to recognize the award recipients. There is a first-timers orientation, ALP ambassador meeting, Thought Leaders gathering, and an ALP membership luncheon. Don't forget to peruse the Resource Fair and see material from other leadership programs. Also, speakers and presenters will be available to autograph their books. Any conference schedule changes will be announced each morning.

If you have questions or need assistance, please go to the Conference Central Office (registration desk).

## CONFERENCE LOCATION

All learning sessions and meals will be held at the Westin Arlington Gateway, on the second floor. You can access the second floor via the elevators or the large stair case. The in-community tours will be held off-site. Please meet in the lobby early for your tour. See page 20 for a map.

## CONFERENCE CENTRAL OFFICE—REGISTRATION

Conference Central is the location for registration and information, located on the second floor near the elevators. You can pick up your name badge, ribbons of your choice, and your conference program. Hours of operation:

- Wednesday, June 26th: 3:00 pm - 5:00 pm
- Thursday, June 27th: 7:00 am - 5:00 pm
- Friday, June 28th: 7:00 am - 5:00 pm
- Saturday, June 29th: 7:00 am - 11:00 am

## NAME BADGES

Name Badges are required for admittance to all activities. Please be sure to have your name badge with you at all times during the conference. We do try to recycle the name badges and ask that you leave them at the registration desk when you depart.

## CONFERENCE RIBBONS

There are a variety of "self-stick" ribbons available to place on your name badge during the conference. These can be found at the registration desk. This is a great way to connect with your colleagues. (Example: DLA, First Timer, Board Member, Director).

## FIRST TIME ORIENTATION

We invite first-timers to a brief orientation on Friday morning from 7:30-8:00am. The orientation will take place in the F. Scott Fitzgerald E, located on the second floor. This is a great opportunity to meet other first-timers and the ALP board and learn about the conference process. We encourage veteran conferees to welcome newcomers (wearing a First Timer "attendee" ribbon).

## MEDIA DEVICES (INCLUDING CELL/SMART PHONES, IPAD/IPHONES, LAPTOP'S)

We recognize that you may wish to use your media device to take photos, notes or record the learning sessions; however, as a courtesy to all attendees, please refrain from using your phone to text or take/make phone calls during the sessions. Turn your cell phone OFF (or in silent mode) during all meetings, learning sessions and other gatherings that may affect other attendees, presenters or speakers. If you need to make a call or receive a call, please exit the meeting room quietly and move away from the meeting room doors while you are talking. Thank you for this consideration.

## LEADERSHIP RESOURCE FAIR

Don't miss this opportunity to learn and share. There will be a display table of leadership programs literature and material for you to peruse. The fair will be located in the foyer outside the main dining area, F. Scott Fitzgerald C-D-E. This is a display table only, please do not take the material.

## ROUND TABLE DISCUSSIONS

There will be an opportunity for you to participate in table top (round table) discussions on Saturday morning during breakfast time: 7:30-8:30am There will be tent cards on the tables with the topic. You may choose a topic and share/ask questions among others at the table. This is an opportunity to learn from your peers about a topic of specific interest to you. If you do not find a topic of your choice, ask the monitors .

## AUTOGRAPHED BOOKS

There will not be a bookstore at the conference this year; however we realize the importance to keep abreast of current trends in literature. We have recommended to all presenters and speakers to bring their books to sell and we will provide an area for them to personally autograph a book for you. ALP is not responsible for selling the books; however, the ALP Board of Directors has approved the list of books submitted from the authors.

## APPAREL WEAR

Dress apparel for all sessions is business casual. You may want to wear more comfortable clothing and walking shoes for the in-community events. Conference meeting rooms tend to be cool, so prepare for extra wrap or light jacket/sweater. The Banquet Dinner is a bit more formal dress, however, casual / chic evening wear is appropriate.

## MEALS

A light Continental Breakfast is offered each morning. This buffet will be available for a short time, so arrive early, fill your plate and coffee cup (or juice) a- you can take you food to the meeting room should you be schedule for an early meeting. The ALP membership luncheon will be held on Friday. There are many exciting happenings in ALP and you won't want to miss this meeting. The Summary of the Operations Survey will be available.

## EVALUATIONS

We value your opinion and welcome your feedback. Each workshop will have an evaluation form for you to complete. Please be honest with your remarks. Complete the evaluation form and leave in the room for the room monitor. There will be an overall evaluation emailed to you soon after the conference ends. This will give you some time to reflect about your experience. Please respond. We use your feedback to plan future conferences. Thank you in advance for taking time to complete the survey.

## COPYRIGHTED MATERIALS

As an attendee at our conference, we are asking that you act in a responsible manner with regard to any copyrighted materials presented at this conference. The presenters have agreed that where their copyrighted materials are being presented as part of this conference, the attendee has the right to use such materials. However, in fairness, we urge anyone planning to use such materials to obtain a written approval for such use prior to any actual use of copyrighted material. This approval must be obtained from the holder of the copyright.

## HANDOUTS

We have asked each presenter to prepare for 30 participants. Arrive early to the session of your choice to receive handouts (if applicable). Should a session have more than 30 participants, there may not be enough copies available. However, we have asked each presenter to share a copy of their material so that we may post on the ALP website: [www.alp-leaders.net/nationalconferences.asp](http://www.alp-leaders.net/nationalconferences.asp). These items should be available shortly after the conference is over.

# EXCELLENCE IN INNOVATION

The Excellence in Innovation Award is designed to recognize outstanding innovation in Leadership Programs. To be considered, the innovation must be creative, unique, and impactful. The following recipients will be recognized during the Awards Reception on Friday evening from 5:30-6:30 and again during the Dinner Banquet following the reception in their honor. ALP is grateful to the Awards Committee for their many hours of sorting, reading and selecting the Award Recipients.

Tulsa, Oklahoma is geographically segmented and has a history of division along racial and socio-economic grounds. We have fallen into a lazy short-hand in our community of referring to areas geographically (i.e., north Tulsa, south Tulsa, east Tulsa, west Tulsa, midtown, downtown) but the use of that language is imbued with implied stereotypes that are often negative and certainly inaccurate. For instance, north Tulsa means black Tulsa or east Tulsa means immigrants or south Tulsans are rich or mid-towners are liberal and snobby. Two years ago **Leadership Tulsa** abandoned the traditional organization of class days by sector (Healthcare, Education, Government) to focus instead on these geographic sectors of community and overcoming these stereotypes by making sure our class members actually visit every corner of our community, face the real challenges with courage, and meet the real leaders working to make a difference in their community. Every sector has its dark side and its hidden gems. We still make sure that the topics of government, social services, economic development and the rest are covered but we do it by immersing ourselves in the whole community as a classroom. This change was an innovation because we were willing to risk setting aside a tried and true but tired model of curriculum organization in order to take a risk to develop a narrative appropriate and tailor made to our community. It has challenged us to expand our own network of leadership exemplars and to seek out new stand-out innovators in our own community too.



**Leadership Greater Hartford (LGH)** has found a way to advance its mission, engage its alumni, find "future alumni" and strengthen its finances - all at the same time! Since Leaders on Board began in 2009, nearly 300 individuals have joined more than 75 nonprofit boards of directors. Individuals are trained in the responsibilities of board membership and then meet representatives of nonprofits at Express Matches organized in a "speed dating" model. Referrals are then made where mutual interest has been indicated. Building on this experience, LGH recently began similar work in the public sector. In collaboration with the City of Hartford, LGH launched ACT for Hartford to promote Accountability, Collaboration and Transparency within city boards and commissions. More than 100 Hartford residents, comprised of LGH alumni, current and "prospective" program participants, attended training followed by a special "speed dating" fair. They met representatives of two dozen City boards and commissions. As a result, about 70 candidates are currently being considered for these critical public service roles. Through Leaders on Board and ACT for Hartford, the Greater Hartford community benefits and thrives from the service of committed, passionate and diverse leaders trained and supported by LGH. At the same time, LGH has found two important vehicles for engaging alumni and for identifying candidates for its other programs. Finally, the important and unique features of these initiatives have attracted new and substantial funding from our community foundation, nonprofit groups looking for board members, corporations looking to engage their employees, and a City government that recognizes the value of having effective citizen leaders.

**Leadership Winston-Salem** adopted an approach to projects that incorporated Action Learning principles in a hands-on leadership learning laboratory. With Action Learning, the focus is on process as much as it is on the end result - a process that emphasizes insightful questions and reflective listening. This keeps leaders from jumping to the solution before fully understanding the agency/problem. Reflection, as well as giving and receiving feedback, makes each meeting rich in insights and changes in perspective that apply to future community efforts. The most unique aspect of Action Learning is the coach, who ensures that the team spends part of each meeting reflecting - on how they listen, what is working (or not), what they are learning - and offers observations that help the team self-adjust where needed. Coaches do not attend every meeting, with emphasis on transference of A/L principles to the self-managing group. We innovated on the A/L construct by forming a community of practice with the coaches. This peer group serves as a sounding board for each other. Not only do the teams learn, but the coaches also enhance their skills. Coaches receive an A/L notebook with tools, questions, and reference material as well. The impact over the years has been very positive. Over 60 project partner agencies have gained significant benefit from this approach, and teams learn how to operate more effectively. The project component is often where the most leadership learning takes place. We continue to innovate on A/L through continuous improvement. This exposure also benefits recruitment!



**Leadership Louisville Center's** program "The Yum! IGNITES Louisville Challenge" prepares our community's emerging leaders to build a better Louisville. Participants learn cutting-edge concepts and interact with leaders from Louisville's major corporations, get hands-on lessons in leading effective teams and make new connections that expand personal and professional networks. The Yum! IGNITES Louisville Challenge is the service learning component of the program which pairs our Ignite Louisville teams with a local nonprofit to design and execute a project. In return, Ignite Louisville participants gain experience in community leadership, board involvement and teamwork. At the end of the

program year, the teams present their projects to a panel of esteemed leaders who choose a winner. Ignite Louisville's challenge was recently awarded the Center for Nonprofit Excellence's Pyramid Award for the Art of Collaboration for its community impact. An average of 30 nonprofits submit projects annually for the challenge. In a recent survey, partner organizations stated that Ignite teams remarkably improved the productivity of operations, increased the organization's outreach in the community and improved the strategic focus of the organization. Below are other outcomes: . A recent Ignite Louisville class directly invested 1200 hours in their partner organizations, averaging 150 hours per team . 83% of partner organizations reported continued involvement with the following program conclusion (including board service and volunteer time) . 97% of program graduates reported civic engagement following program participation - 30% give 1-3 hours, 40% give 4-9 hours and 25% volunteer more than 10 hours a month.

**CONGRATULATIONS TO ALL 2013 EXCELLENCE IN INNOVATION AWARD RECIPIENTS.  
THE AWARD RECEPTION IS SPONSORED THROUGH GENEROUS DONATIONS BY  
LEADERSHIP ARLINGTON, VA, AND LEADERSHIP PITTSBURGH, PA**



# FIVE ESSENTIALS FOR THE CEO/ PRESIDENT/DIRECTOR

F. Scott Fitzgerald D

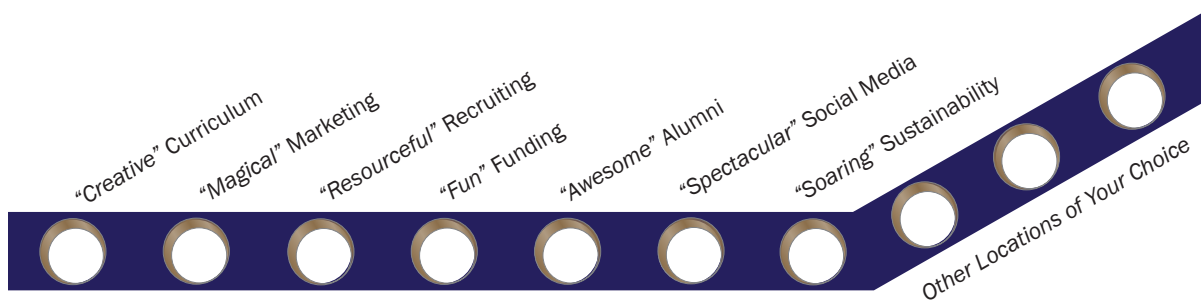
Designed for the “seasoned” director with five or more years of experience. The format for this pre-conference will be conversation led with key “facilitators” to engage the participants in sharing best practices and generating ideas to enhance your community leadership program.

- 7:00 - 8:15 am Continental Breakfast in Pre-Function D
- 8:30 - 8:45 am **Welcome**
- 8:45 - 9:45 am **Essentials of Strategic Planning** – led by Griff Hall (Griff Hall Leadership, MD)  
Come prepared to share your organization’s greatest successes and challenges with strategic planning. Learn tips in how to have an effective planning session.
- 9:45 - 10:00 am Refresher Break
- 10:00 - 11:00 am **Essentials of Resource Development** – led by Ted Carroll (Leadership Greater Hartford, CT), Terri Wallace (Leadership BROWARD Foundation, FL), and Juliann Jankowski (Leadership South Bend/Mishawaka, IN)  
Leadership Programs need to be innovative about generating income and developing funding sources. Join the discussion for ideas about successful programs....perhaps one that you can modify and implement!
- 11:10 - 12:10 pm **Essentials of Good Board Governance** – led by Sarah Savage (Leadership Huntsville/Madison County, AL) and Aradhna Oliphant (Leadership Pittsburgh, PA)  
How do YOU engage your board? Do you have the right system in place for an effective board?
- 12:15 - 1:15 pm Lunch in F. Scott Fitzgerald C (assigned seating to promote interaction with new directors)
- 1:30 - 2:30 pm **Essentials to Developing a High Performing Staff** – led by Betsy Frantz (Leadership Arlington, VA)  
What leads to a high performing team? This session will be an open discussion based on the development of effective teams, creating environments of trust and strengthening communication as it pertains to your staff.
- 2:30 - 2:45 pm Refresher Break
- 2:45 - 3:45 pm **Essentials of an Operations Manual** – led by Mark Scheffler (Leadership Akron, OH), Deane Finnegan (Leadership Lincoln, NE), and Tammy White (Leadership Knoxville, TN)  
Having a good Operations Manual is critical to a successful organization. Learn/share what other programs are doing to make this important document an essential must have.
- 3:45 - 4:30 pm **Open Forum**  
This is an opportunity for an open dialogue with other participants on any topic that is of interest to the group.



# NEW DIRECTORS: GET ON THE LEADERSHIP TRACK

F. Scott Fitzgerald E



**Welcome aboard the leadership train!** Designed especially for those with fewer than five years' experience – including program directors, board members, and program volunteers – this workshop will share ideas and practices for creating as well as adding more value in your program.

The travel plans will include a stop at each of these “Stations” during your day trip:

- *“Creative”* Curriculum
- *“Magical”* Marketing
- *“Resourceful”* Recruiting
- *“Fun”* Funding
- *“Awesome”* Alumni
- *“Spectacular”* Social Media
- *“Soaring”* Sustainability

Plus as an added special bonus, we will stop off at other locations of your choice!! The “Conductor’s” for your train ride will be: Jeanne Agneesens (Leadership Green Bay, WI) and Dick Hammond (Leadership On The Move, TX)

7:00 - 8:15 am      Continental Breakfast in Pre-Function D

8:30 am - 4:30 pm    **Stops along the leadership track**

9:45 - 10:00 am    Refresher Break

12:15 - 1:15 pm    Lunch in F. Scott Fitzgerald C (assigned seating to promote interaction with seasoned directors)

2:30 - 2:45 pm      Refresher Break

All In-Community tours are an opportunity to learn about the Arlington community. The day-time events are walking tours, so dress comfortably. Meet in the Lobby 15 minutes prior to departure to assure you are included. Please wear your ALP name badge so that you can be identified as part of the ALP group.

### **Arlington Cemetery Tour**

Thursday, 2:00 - 4:30 pm

Step into our nation's history and remember the American patriots, both humble and well-known, whose final resting place is in the wooded hills of Arlington. This tour will relate accounts of heroism and personal sacrifice as you ride to important sites:

- Arlington Cemetery Visitors Center/Women in Military Service for America Memorial
- Kennedy Gravesites
- Tomb of the Unknowns (Changing of the Guard)
- Arlington House, the Robert E. Lee Memorial

### **Smart Growth, by Design, not Accident**

Thursday, 2:00 - 4:30 pm

Arlington Economic Development's Director, Terry Holzheimer, will take you through Arlington's Smart Growth journey, one of visionary leaders – and residents who passionately loved their community. Together they transformed an aging suburb into a national model of transit-oriented development. Often considered the poster child for Smart Growth and Transit Oriented Development (TOD) the Arlington community came together to embrace "Smart Growth" – by leveraging public transit to achieve sustainable growth... while preserving and strengthening the neighborhoods making them vibrant and walkable, which is the heart and soul of Arlington. In addition, hear from Jennifer Ives, the Director of Business Investment for Arlington Economic Development who will discuss the importance of placemaking as it is linked to economic sustainability of which Arlington is one of the most successful communities in the country on both accounts.

### **Phoenix House of the Mid-Atlantic**

Thursday, 2:00 - 4:30 pm

The Phoenix House of the Mid-Atlantic (serving Virginia, Maryland, Delaware, West Virginia, Pennsylvania, North Carolina and Washington, DC) has become one of the leading providers of alcohol and drug abuse treatment in the area. The Phoenix House empowers individuals to rethink their choices, learn from their mistakes, and move on to lead healthy, happy, productive lives. The leadership and staff are progressive, innovative and dedicated to excellence in helping clients. Learn how this premier program based in Arlington has become one of the foremost treatment centers in America .

### **Night Monument Tour**

Thursday, 7:30 - 10:30 pm

A professional tour that will take you right to some of the city's most popular monuments and let you see the city in a different at night. This is a bus tour, so be in the Hotel lobby a minimum of 15 minutes prior to departure to assure you get on the bus!! The tour will include the following:

- Iwo Jima Memorial
- Lincoln Memorial
- Korean War Memorial
- FDR memorial
- Vietnam Veteran's Memorial
- Martin Luther King, Jr National Memorial

## GENERAL (ARMY RET.) VINCENT BOLES



Major General Vincent "Vinny" Boles brings a wealth of experience in leadership and logistics to audiences around the world. His expertise is in leading people and building the teams in large organizations to accomplish the toughest tasks. He has been putting what our nation's troops need, where they need it, and when they need it in order to be successful around the world for over three decades. For 5 consecutive years after the attacks of 9-11, the Army assigned Boles to command soldiers, civilians and contractors in 5 continents, including combat operations in Operation Iraqi Freedom.

Today, he is the President of Vincent E. Boles Inc, a Leadership and Logistics Consulting practice, where he focuses on working with leaders to optimize their processes and maximize the ROI on their greatest investment, their people. He is an adjunct professor of Logistics at the Defense Acquisition University-South. In 2011, he was inducted into the Niagara University ROTC and US Army Ordnance Corps Halls of Fame.

Boles is the author of the upcoming *Team Sport: What America's Sons and Daughters Taught Me on the Road from 2nd Lieutenant to 2 Star General*.

## ANEESH CHOPRA

Aneesh Chopra was the nation's Chief Technology Officer and in this role served as an Assistant to the President and Associate Director for Technology within the Office of Science & Technology Policy. He worked to advance the President's technology agenda by fostering new ideas and encouraging government-wide coordination to help the country meet its goals from job creation, to reducing health care costs, to protecting the homeland.

Chopra was sworn in on May 22nd, 2009. Prior to his appointment, he served as the fourth Secretary of Technology for the Commonwealth of Virginia from January 2006 until April 2009. Prior to his appointment by then-Governor Timothy M. Kaine, he served as Managing Director with the Advisory Board Company, a publicly-traded healthcare think tank. Chopra was named to Government Technology magazine's Top 25 in their Doers, Dreamers, and Drivers issue in 2008.

Chopra received his B.A. from The Johns Hopkins University and his MPP from Harvard's Kennedy School and is a graduate of Leadership Arlington, VA. He recently announced his candidacy for Lieutenant Governor for the Commonwealth of Virginia.



# WORKSHOP GRID

## FRIDAY, JUNE 28TH

LOCATION	9:45 - 10:45 AM	11:00 - 12:00 PM	1:45 - 2:45 PM	3:00 - 4:00 PM
Ernest Hemingway Salon 1	Creating Civic Engagement Among Emerging Leaders Jan Titsworth	Starting an Effective Youth Leadership Program Becky Seelan	Building Communities by Transforming Local Government Ted Carroll	Collective Impact: Harnessing the Power of Your Graduate for Social Change Cynthia Knappek
Ernest Hemingway Salon 2	The Art and Science of Fundraising Valeria Lassiter	Community Builders: Leadership Development for the Front Line Jessie Baginski	Turning Staff into Ambassadors Debby Donnellan	Evidence-Based Leadership Programs for Advancing Communities Henry Findlay
Ernest Hemingway Salon 3	Evaluate Your Program for Impact Marcy Levy Shankman	Retrospection & Self-Awareness in Program Evaluation Haywood Spangler	Energize, Connect & Inspire Your Leadership Griff Hall	Adding Value to Community Based Leadership Programs through ROI Sharon Scott
F. Scott Fitzgerald D	World Class Customer Service Susan Shinn	Modeling a Sustainable Alumni-Driven Leadership Program Dave Bolman & Christy Moore	Bridging and Building Social Capital within a Community Leadership Program Marissa LeClair Weaver	Empowering our Youth To Lead Susan Vicek
F. Scott Fitzgerald E	The Two Cutting Edges in Leadership Development Ian Cook	The Inner Edge: The Ten Practices of Personal Leadership Jan Day Gravel	Success of a Young Professional Program Cheryl Carter	Listening – The Language of Leaders Lou Hampton
F. Scott Fitzgerald C	N/A	N/A	N/A	Playing with a Full Deck Dick Hammond

# SATURDAY, JUNE 29TH

LOCATION		8:45 - 9:45 AM	10:00 - 11:00 AM
Ernest Hemingway Salon 1	From Voyer to Volunteer: Strategies to Engage Your Social Media Audience and Motivate to Action Lakesha Womack	Becoming the Totally Responsible Leader Thomas White and Daniel Lobb	<p><b>DON'T FORGET TO COMPLETE AN EVALUATION AFTER EACH WORKSHOP YOU ATTEND!</b></p> <p><b>THANK YOU TO ALL THE PRESENTERS FOR GIVING THEIR TIME AND TALENT TO OFFER CONFERENCE ATTENDEES A GREAT LEARNING EXPERIENCE.</b></p> <p><b>WE HAVE ASKED THE PRESENTERS TO SUBMIT THEIR PRESENTATION IN A FORMAT THAT CAN BE POSTED ON THE ALP WEBSITE.</b></p> <p><b>THE INFORMATION WILL BE AVAILABLE SHORTLY AFTER THE CONFERENCE IS OVER.</b></p>
Ernest Hemingway Salon 2	Leveraging Technology to Maximize Alumni Engagement and Increase Revenue Vicki Barth, Myra Goodman Smith, Paul Lundy	Just Run It! Running an Exceptional Organization is Easier Than You Think Patrick Morin	
Ernest Hemingway Salon 3	Effective Strategic Visioning Scot Marken	Innovation "Lab"	
F. Scott Fitzgerald D	Increase the Value: Leveraging Leadership Curriculum to Engage Participants Wendy Thomas, Sarri Gilman, Haley Greeg	Infusing Strengths-based Leadership Development within Community Leadership Programs Alina Lehnert	
F. Scott Fitzgerald E	Diversity Workshop for High School Students/Teachers Mary Dee Schmidt	Solid Foundation: 5 Steps to Measure the Impact of Your Leadership Program Katie White and Laura Lombardo	

**Creating Civic Engagement Among Emerging Leaders**

Ernest Hemingway Salon 1

*Jan Titsworth (Leadership Fort Worth, TX)*

When Betsy Price was elected mayor of Fort Worth, she was troubled that only 1% of those voting were under 40. Seeing a need to encourage civic engagement among the city's young adults, she turned to Leadership Fort Worth to create a substantive program. This session will focus on LFW's role in SteerFW, the Mayor's initiative to engage young leaders.

**The Art and Science of Fundraising**

Ernest Hemingway Salon 2

*Valeria Lassiter (Lassiter & Associates, MD)*

This session will focus on current trends and strategies in philanthropy, development and fundraising, with special attention to individual and corporate funding markets.

**Evaluate Your Program for Impact**

Ernest Hemingway Salon 3

*Marcy Levy Shankman, PhD, and Marianne Crosley (Cleveland Leadership Center, OH)*

How do you know whether your program has made a difference? Best intentions alone are not sufficient these days for donors, participants, and our communities. As a leadership program, it is incumbent on us to demonstrate the difference we are making. Come hear how the Cleveland Leadership Center is evaluating its program for the impact it is having in the community

**World Class Customer Service**

F. Scott Fitzgerald D

*Susan Shin (Susan Shin Consulting/Leadership Arlington, VA)*

World class customer service is a threshold that most companies don't meet. Learn about how "world-class" is defined, how to get there and what steps you can take to move your organization.

**The Two Cutting Edges in Leadership Development**

F. Scott Fitzgerald E

*Ian Cook, MILR, CSP (Fulcrum Associates Inc./Leadership Fairfax, VA)*

Perspectives from the fields of both Adult Development and Neuroscience are increasingly being applied to our understanding of how leaders can grow their capacity to generate significant outcomes. This thought-provoking session will review some highlights of this trend, present a road-map for a leader's continuing journey of development, and suggest some implications for programming in community leadership organizations.

**Starting an Effective Youth Leadership Program**

Ernest Hemingway Salon 1

*Becky Seelen (Eau Claire Area Chamber of Commerce/Leadership Eau Claire, WI)*

Want to start a youth leadership program but don't know where to begin? Don't reinvent the wheel - come to this session and learn how we developed our youth leadership program now in its 11th year. We will share our program format including our mission, budget, curriculum, fundraising ideas, recruitment, selection process, opening retreat tips and more.

### **Community Builders: Leadership Development for the Front Line**

*Jessie Guidry Baginski, PhD (Leadership Lake County, Inc., OH)* Ernest Hemingway Salon 2

Leadership Lake County collaborated with the Lake County Development Council to create a new program, Community Builders (CB) in response to businesses' concerns for attracting and retaining high quality front line employees. The once-monthly program focused on personal and professional development in the context of everyday leadership skills. The presentation covers the planning process, metrics, engagement of Signature alumni and program outcomes.

### **Retrospection & Self-Awareness in Program Evaluation**

Ernest Hemingway Salon 3

*Haywood Spangler, PhD, and Linda Birtley, PhD (Leadership Metro Richmond, VA/Virginia Commonwealth University, VA)*

Leadership Metro Richmond assesses its flagship program by using a self-reporting pre/post assessment that each class member completes. The post assessment also asks class members to think retrospectively about how much they did or did not over estimate their knowledge of community leadership coming into the program (i.e., the retrospective question measures how much self-awareness class members gain, self awareness being a key characteristic of servant leadership).

### **Modeling a Sustainable Alumni-Driven Leadership Program**

F. Scott Fitzgerald D

*Dave Bolman, PhD (University of Advancing Technology) and Christy Moore (Valley Leadership, AZ)*

Learn how one organization transitioned from a staff to an alumni-driven model with volunteers developing and facilitating its programs. This approach allows the wealth of passionate alumni to engage in the principles, values and community of the program beyond their experience, and supports consistent program content improvement, higher caliber speakers, a more engaged alumni and greater satisfaction in its graduates.

### **The Inner Edge: The Ten Practices of Personal Leadership**

F. Scott Fitzgerald E

*Jan Day Gravel (Janus Development Group/Leadership Arlington, VA)*

Learn the ten practices of personal leadership to reach your highest levels of performance in a way that protects your quality of life and keeps you at your best. Based on the work of Dr. Joelle Jay, the Inner Edge™ session will enable the participants to learn the concepts and how they can use Personal Leadership to enhance their current community leadership program offerings.

## **1:45 - 2:45 PM**

**FRIDAY, JUNE 28TH**

### **Building Community by Transforming Local Government**

Ernest Hemingway Salon 1

*Ted Carroll (Leadership Greater Hartford, CT)*

As Leadership Greater Hartford's consulting and training activities increased, our most important, and most profitable, client became our city government. This workshop will provide insights into how community leadership programs can apply their services and expertise to help municipalities develop more collaborative, participatory cultures.

### **Turning Staff into Ambassadors**

Ernest Hemingway Salon 2

*Debby Donnellan (Missouri State University - Office of Student Engagement, MO)*

Do you worry that your employees are disconnected from the rest of the organization? Do they truly understand the mission and how they contribute to the success of the organization? We will share the benefits of our staff development program where participants learn more about the organization and how to enhance and utilize their leadership skills.

**Energize, Connect & Inspire Your Leadership**

Ernest Hemingway Salon 3

*Griff Hall (Griff Hall Leadership, MD)*

Learn how to use fun, energizing & interactive activities to inspire and connect your class with Servant Leadership principles, personal leadership, and community leadership.

**Bridging and Building Social Capital within a Community Leadership Program***Marissa LeClair Weaver, EdD (Leadership Springfield, MO)*

F. Scott Fitzgerald D

In 2012, Leadership Springfield partnered with several community organizations and a local university researcher to better understand social capital and civic participation in the region. This data helped inform the Class project, offered guidance to the board on recruitment and provided much needed insight into how to leverage passions and resources to create change within our community.

**Success of a Young Professional Program**

F. Scott Fitzgerald E

*Cheryl Carter, EdD, and Harold Boone (Leadership Montgomery, AL)*

Learn how Leadership Montgomery literally changed the face of economic development in Montgomery, Alabama, by launching its young professionals program and its young professionals leadership class. Find out how their programs not only generated economic development, but how they also fostered diversity, created a new enthusiasm for our city and how they brought people together for a common purpose like no other initiative had ever done.

**3:00 - 4:00 PM****FRIDAY, JUNE 28TH****Collective Impact: Harnessing the Power of Your Graduates for Social Change***Cynthia Knapek (Leadership Louisville Center, KY)*

Ernest Hemingway Salon 1

Gone are the days where one benevolent dictator can lead us all to victory. True social change requires all of us to take a share of the leadership work. As leaders of leaders we get to watch as people find their passion and excitedly share their new found energy around feeding the children, planting the trees and finding shelter for the homeless. But magic happens when they also connect with other graduates who share their passion and vision. Find out how Leadership Louisville uses our Bingham Fellows program and change management theory to unite graduates in driving social change.

**Evidence-based Leadership Programs for Advancing Communities***Henry J. Findlay (Tuskegee University, AL)*

Ernest Hemingway Salon 2

This evidence-based leadership training program focuses on grassroots organizations, community-based organizations, coalitions, elected and appointed officials and other groups who are desirous of improving their leadership skills in an effort to advance their communities. Using Tuskegee University's successful participatory leadership model, this session will highlight strategies used in implementing successful leadership programs that demonstrate measurable impact on the community.

**Adding Value to Community Based Leadership Programs through ROI***Sharon G. Scott, PhD (Montgomery County Chamber of Commerce, MD)*

Ernest Hemingway Salon 3

Today, companies want to maximize their investments, even in their people. Community-based leadership programs should be able to demonstrate both the value of the program to the community and to the individual. This workshop will provide insights on how to create Cost to Benefit analysis and ROI, which in turn will help the participants, companies, sponsors and our communities.



**Empowering Our Youth To Lead**

F. Scott Fitzgerald D

*C. Susan Vlcek (Jr Leadership Medina County, OH)*

One of our greatest mandates as today's leaders may be to engage and empower tomorrow's. This participatory session is focused on strategies that maximize the effectiveness of our interaction with young people who truly want to create positive change. Hear ideas from those young leaders, and share your own.

**Listening - The Language of Leaders**

F. Scott Fitzgerald E

*Lou Hampton, CLP (The Hampton Group, Inc., DC)*

Being listened to makes us feel good. Studies show it also increases member and employee appreciation and motivation. In this session discover your LLQ (Leader's Listening Quotient). Learn to listen "between the lines" to uncover what speakers really mean. Identify five behaviors that reduce listening (you probably use at least two!) Apply brain research to solidify your trusted leader status.

**Playing with a Full Deck**

F. Scott Fitzgerald C

*Dick Hammond (Leadership On The Move, TX)*

Come learn how to use a regular deck of playing cards to enhance not only your leadership skills but the skills of the participants of your program. Using a simple deck of cards you can address such powerful topics as community inclusion, diversity, consensus building, being an effective board member and much, much more. This workshop is very much interactive in nature. You will be either actively engaged or observing others in action!

**8:45 - 9:45 AM****SATURDAY, JUNE 29TH****From Voyeur to Volunteer: Strategies to Engage Your Social Media Audience and Motivate Them to Action**

Ernest Hemingway Salon 1

*LeKesha Womack (Womack Consulting Group, AL)*

You see numbers of friends/followers/likes growing on your social media sites but you don't see more people coming into your organization to volunteer. How can you engage those viewing our statuses so that they want to get more involved with our organization? This workshop will provide practical tips that you can implement today to turn your voyeurs into volunteers.

**Leveraging Technology to Maximize Alumni Engagement and Increase Revenue***Myra Goodman-Smith & Vikki Barth (Leadership Metro Richmond, VA)**and Paul Lundy (Fonteva, VA)*

Ernest Hemingway Salon 2

Each year nonprofits struggle to accomplish more with less...time, resources, funds...and community leadership programs are no different. We also strive to provide the best service possible to our alumni/members and other supporters. Choosing the right technology platform can make all the difference in managing customer relationships, maximizing staff time, increasing revenue and achieving greater community impact.

**Effective Strategic Visioning**

Ernest Hemingway Salon 3

*Scot Marken (The Mental Health Association/Leadership Montgomery, MD)*

This content-rich, upbeat session demystifies this most important determinant of business success with simple, proven methods that audiences can use the very next day to be more effective in their jobs at the top of their organizations. Audiences will learn how to unlock potential of their teams, raise visibility of the organization, and attract a strong customer base

**Increase the Value: Leveraging Leadership Curriculum to Engage Participants**

Wendy Thomas (Leadership Tulsa, OK), Sarri Gilman (Leadership Snohomish, WA), and Haley Greeg (Leadership Calhoun County, AL)

F. Scott Fitzgerald D

Join us for this nuts and bolts panel discussion comprised of directors from three leadership programs who use the same curriculum to foster meaningful dialogue among participants. This unique approach is tailored specifically to community leadership and is equally relevant to members from diverse sectors.

**Diversity Program for Youth**

Mary Dee Schmidt (FOCUS St. Louis, MO)

F. Scott Fitzgerald E

Experience a hands-on, interactive workshop that will demonstrate challenging activities that can be used in your youth programs.

**10:00 - 11:00 AM**

**SATURDAY, JUNE 29TH**

**Becoming the Totally Responsible Leader**

Thomas White, JD, and Daniel Lobb, CPLP (TRP Enterprises, NC)

Ernest Hemingway Salon 1

The Totally Responsible Leader recognizes the need for basic values as the foundation of leadership that serves those led ridding oneself of barriers that inhibit creativity which promote innovation. In this interactive session, prepare to take a look at the leader within and learn the tools to actively express character in the pursuit of organizational and individual excellence

**Just Run It! Running an Exceptional Organization is Easier than You Think**

Patrick Morin (Cross Partnership, VA)

Ernest Hemingway Salon 2

This content-rich, upbeat session demystifies this most important determinant of business success with simple, proven methods that audiences can use the very next day to be more effective in their jobs at the top of their organizations. Audiences will learn how to unlock potential of their teams, raise visibility of the organization, and attract a strong customer base.

**Innovative Labs**

Award Representatives

Ernest Hemingway Salon 3

Several *Excellence in Innovation* nominators will share their innovation story. The award is designed to recognize outstanding innovation in Leadership Programs that are creative, unique and impactful.

**Infusing Strengths-Based Leadership Development within Community Leadership Programs**

Alina Lehnert, PhD, LPC (Evangel University, MO)

F. Scott Fitzgerald D

"People don't change that much. Don't waste time trying to put in what was left out. Try to draw out what was left in. That is hard enough" (Buckingham, 2001). These words clearly articulate the simple notion underpinning strengths-based development. Capitalizing on Gallup's 50 years of research on this subject, learn how to practically infuse this revolutionary approach into your programs.

**Solid Foundation: 5 Steps to Measure the Impact of Your Leadership Program**

Katherine White, MPA, and Laura Lombardo (Texas A & M University Bush School of Government and Public Services)

F. Scott Fitzgerald E

Currently, there is a lack of information about methods for evaluating the impact of community leadership programs on the individual participant and the community. We have developed a 5 step tool and methodology for the evaluation of community leadership programs. The 5 steps will provide tools for community leadership programs to recognize and measure their impact on participants and the community in order to increase their effectiveness.

## DISTINGUISHED LEADERSHIP AWARD

The Distinguished Leadership Award (DLA) is designed to recognize exceptional community leadership program graduates. Recipients have made significant and notable contributions for the betterment of their communities. Community leaders who exemplify the spirit and goals for civic involvement and trusteeship established by local leadership organization are recognized for achieving excellence. Selection and criteria is at the discretion of the member organization submitting the nomination.

The Awards & Recognition Reception, held Friday evening from 5:30 - 6:30 pm, recognizes outstanding community leaders, trustees and professionals who represent the heart of communities, making a difference to improve the quality of leadership wherever they serve.



**Cindy Batt** - *Leadership Oklahoma City, OK*

Cindy Batt's resume doesn't even start to describe her commitment to Oklahoma City. Cindy is not only a high-level professional who is extremely respected at her workplace; she is a leader in our community through her compassion for others and her willingness to serve. Her involvement within the organizations she serves is beyond sitting on a committee; she plays an active leadership role. With every project she is given - whether it is for her professional team members, her peers on boards, her friends or those who need her in the community - she is reliable, heartfelt and genuinely concerned about those around her. Cindy is a true example of servant leadership in action.

**Chad Blanchard** - *Leadership Beaumont, TX*

A graduate of Leadership Beaumont 2001, Chad Blanchard's continued commitment to the program has strengthened its leadership development efforts. His many roles include Advisory Board, Facilitator, Vice Chair, and Chair, 40th Anniversary, A Rotarian at the Beaumont Club, he has served as numerous committee chairs and as board director, Vice President, and President Elect; he will lead the organization as the 101st President in 2013-2014 Rotary Year. He is also a long-standing member of the Young Men's Business League, Knights of Columbus, and St. Mary's Catholic Church. Chad is a true leader dedicated to serving in the community in which he lives and works.



**Martin Jelinek** - *Leadership Jackson, TN*

Since graduating from Leadership Jackson, Martin has immersed himself in serving our community. He seeks out areas of need and opportunities to use his talents of web design and technology to benefit others. Many non-profits in our community, as well as civic and service clubs, have benefited from his generosity of spirit to create and design websites with no cost to them. In these days of connectivity through technology, that is a major gift to each of these organizations. Martin has also provided leadership for numerous organizations guiding them to new levels of success and exposure through the massive network he has developed in the state.

**THE DISTINGUISHED LEADERS ATTENDING THE CONFERENCE  
WILL DISPLAY A RIBBON WITH THAT DISTINCTION.  
PLEASE TAKE A MOMENT TO CONGRATULATE THEM ON ACHIEVING THIS HONOR.**

**Al Jones, Jr. - Leadership Centre County, State College, PA**

Al Jones, the Executive Director of the Centre Foundation, is responsible for guiding that organization through many changes. Of particular note is the 2012 launching of Centre Gives, an initiative which offers a unique opportunity for individuals to donate online to Centre County nonprofit organizations during a specific 2-day period. The successful implementation of the first Centre Gives event raised more than \$415,000 during a particularly bleak economic. Al's guidance turned this experiment into an annual event which has the potential to generate thousands of dollars toward community programs. Prior joining Centre Foundation, he served on many nonprofit boards throughout Centre County.

**Barbara Ellen Mentgen - Leadership 2015, Johnson City, TN**

Barbara is the 'front door' for the Chamber and business community for 19 years. She began her career as weekend Customer Services Assistant, to Director of Membership and Director of Operations. Leadership 2015 gave her the impetus to oversee the ongoing growth of this 28 year endeavor of our chamber. Barbara takes the alumni from day one and moves them throughout the chamber's myriad volunteer needs. She is involved and influences every phase of the Chamber's mission, representing the chamber locally, regionally, and statewide. Results become the ultimate measure, with her organizational abilities causing all around her to excel. Barbara's a leader who facilitates others development as leaders and followers.

**Mark C. Miller - Hancock Leadership, Findlay, OH**

Mark exemplifies leadership in both his professional and personal life. He is a community leader who works tirelessly in providing service to the public, non-profit and private sectors. He is a community advocate in all ways, most especially for the youth and seniors, oftentimes people most at risk. Mark enjoys finding ways to improve the quality of life for the individuals and families in Findlay and Hancock County. Humble servant leadership is Mark's way of life. Hancock Leadership salutes Mark for his leadership and passion for the community.

**Dr. Betty Muns - Leadership Plano, TX**

Dr. Betty Muns, a graduate of Leadership Plano Class V, is Plano's commissioner to the Arts of North Texas. She has served on the board of the PISD Foundation, Plano Symphony Board, Advisory Board for ArtCentre of Plano, and several other organizations. Betty contributes leadership and resources for numerous service organizations, including City House, Star Children's Charity, Children's Hospital in Plano, etc. She takes a leadership role in helping many of these organizations raise the resources necessary to be successful, making our community a better place for all of us to live. Some of her prior awards include Top Ten Women in Collin County, Citizen of the Year, Virtuoso Award from Plano Symphony Orchestra, and For the Love of Arts Award.

**Paul Skalny - Leadership Hower County, Columbia, MD**

Paul Skalny, graduate of Leadership Howard County Class '98, is an attorney with, and the Managing Director of, Davis, Agnor, Rapaport & Skalny, LLC in Columbia, Maryland. He has served many organizations in volunteer leadership roles, including: Howard County General Hospital & the Howard Hospital Foundation, the Howard Chamber of Commerce, the Maryland Chamber of Commerce, the American Heart Association, the Howard County Arts Council, and the Jim Rouse Entrepreneurial Fund. In addition, Paul is a co-founder and co-host of the popular bi-weekly podcast, And Then There's That, which provides a forum to discuss and stay abreast of current issues influencing our community. Paul received his undergraduate degree from the Johns Hopkins University and his Juris Doctorate from the University of Maryland School of Law.

**Ann. R. Smith, MB, JD - Leadership Greater Hartford, CT**

Dr. Ann Smith graduated from the Leadership Greater Hartford Quest class of 2007 and now serves as the chair of the LGH Board of Directors and of its Executive Committee along with two other members of that memorable class. A lawyer by training, Ann currently serves as the interim executive director of AFCAMP, a community group dedicated to empowering parents and caregivers of children with disabilities. She is an effective advocate for those least privileged and, drawing on her Toastmasters training, an articulate spokesperson for both AFCAMP and LGH. In all that Ann does, she sets and models high standards of excellence, integrity and service to others.

**Theresa Testoni - Leadership Montgomery, Rockville, MD**

Theresa exemplifies Leadership Montgomery's (LM) mission of making Montgomery County a better place to live and work. Theresa serves as the Commissioner for the Governor's Commission on Service & Volunteerism and VP of Membership for Corporate Volunteer Council, among many other boards and committees. Theresa has been fittingly called, "Montgomery County's godmother of community service". Since Graduating from LM in 2009, Theresa remains an enthusiastic and dedicated Member of the LM community. She serves on LM's Membership Committee, co-chairs the Philanthropy/Community Service Involvement Group and has been a steadfast participant at over 40 different LM events over the years.

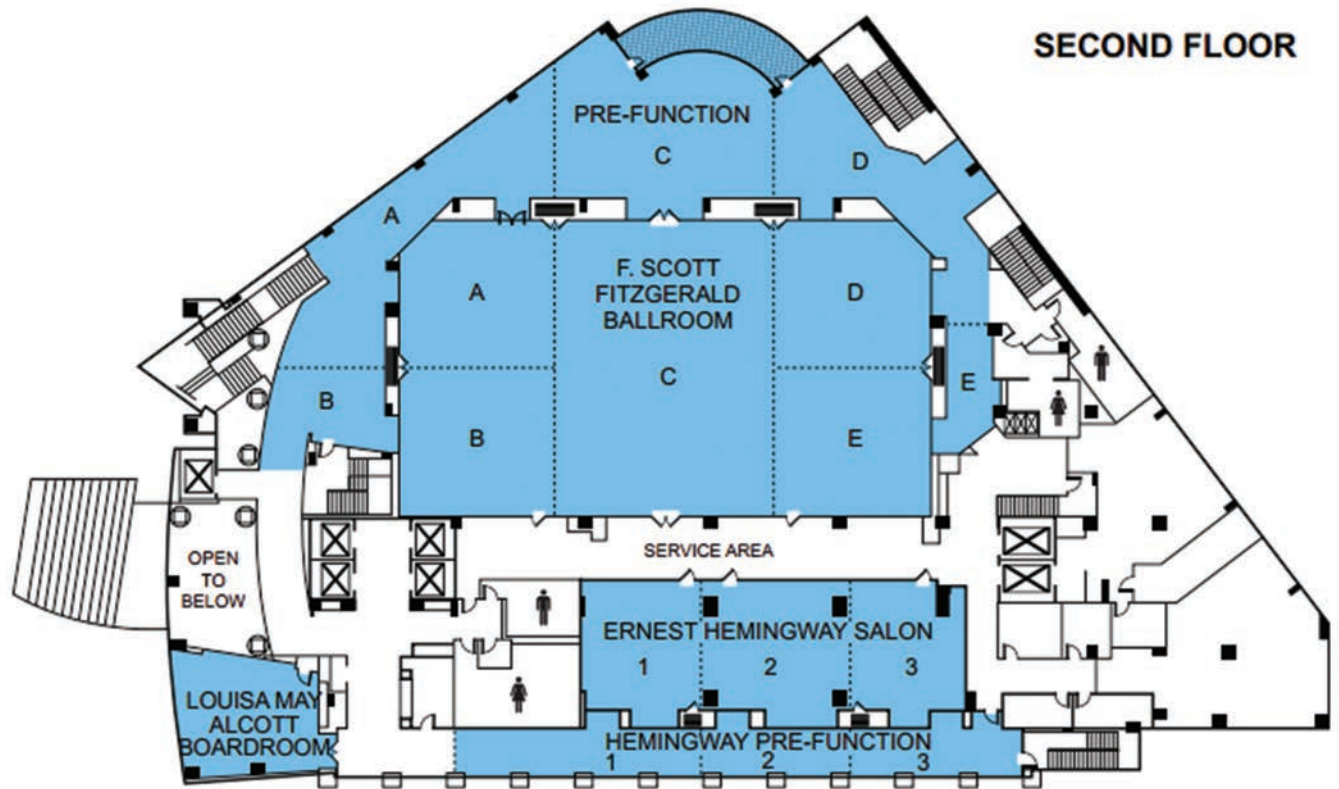


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# CONFERENCE LOCATIONS



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# WHY ALP?

ALP is a community of leadership development professionals who are doing great things in their communities. By joining the Association, you have access to, and can collaborate with, the best minds and programs from across the country.

ALP provides educational activities that engage, educate and train leaders to advance the effectiveness of community leadership programs and professionals through recognizing excellence, sharing best practices, fostering innovation, promoting educational training, and building networks.



## BENEFITS OF MEMBERSHIP

### Opportunity to Attend Regional, Specialty and National Conferences

- Network with fellow leadership professionals
- Learn in educational workshops
- Engage with a cadre of national keynote presenters

### Instant Access to Advanced Web Tools

- Searchable database directory of community leadership programs
- Monthly electronic newsletter
- Links to professional organizations
- Job posting opportunities
- Social media connections

### Exclusive Tele-Class Learning Opportunities

- Explore best practices
- Learn new trends
- Collaborate with peers

### eNews

Monthly electronic newsletter contains valuable content for leadership programs, keeping members informed of ALP Happenings.



## SIGNATURE PROGRAMMING

### National Conference

Leadership professionals throughout the country come together to network with their peers, share ideas and best practices, refresh leadership skills, attend educational workshops to enhance their leadership programs, and engage with a cadre of national keynote presenters. Also featured during the annual leadership conference is the recognition of the annual Distinguished Leader Awards and the Preceptor Awards.

### Regional Conferences

ALP conducts several Regional Leadership Conferences that are designed to be affordable for connecting directors, staff, volunteers, and board members of local leadership groups for learning, sharing, and recharging.

### Exclusive Leadership Connection Tele-Classes

These monthly teleconference calls are free to members to share best practices and new trends as well as network among colleagues with other leadership program professionals.

**Join today:** [www.alp-leaders.net/join.asp](http://www.alp-leaders.net/join.asp)



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**THE ASSOCIATION OF LEADERSHIP PROGRAMS WOULD LIKE TO EXPRESS DEEP APPRECIATION TO EVERYONE FOR MAKING THIS NATIONAL CONFERENCE HAPPEN.**

**SPECIAL THANKS TO LEADERSHIP ARLINGTON FOR BEING SUCH A GRACIOUS HOST. ARLINGTON IS A WONDERFUL LOCATION AND AN HONOR TO VISIT.**

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