

Fall 2004
Volume 1, Issue 1

New Programs, New Ideas

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Next in eNews

Articles on:

- **Skills-Based Workshops** — what they are and how you can get involved
- **Regional Leadership Alliance** — report on the most recent meeting and RLA progress

Ongoing features will include:

- **One Leader's View** — articles written by LK members
- **Coffee with a Leader** — updates on this popular program
- **Member News, Volunteering, Board Openings, Jobs & More** — postings and items of interest
- **LK Calendar** — LK events for the coming year

We are pleased to launch this inaugural issue of **Leadership eNews**, the electronic newsletter of Leadership Kalamazoo.

This issue kicks-off more than an e-newsletter: It is the first of many new programs and services being developed by the LK Member Services Committee. In the works:

Coffee With a Leader. We have a new twist for this highly-successful series: coffee with a leader at the leader's location. Meet the leaders where they work: an artist in her studio or a social service director in his new facility. Dates will be posted in the eNews Web edition as they are confirmed.

Leadership @ Noon. For those who can't make it for coffee, join us for a brown bag lunch to discuss a community issue

or hear from a speaker or panel. We may even join the current LK class for its noon program.

Continuing Education Programs. These new programs will utilize our members' expertise and resources to provide continuing education for our members. The first — "Faith-Based Initiatives" — will be offered in the Spring. We will also develop skills-based workshops. Give us your suggestions for other programs or develop one with us.

Collaboration between LK Classes. We want to find ways to encourage classes to work together on projects — it's both fun and interesting.

Class Representatives. Recapture some of the class *esprit de corps* that made your LK experience

so indelible. Your LK Class Rep (*see Page 3*) will provide another link to LK activities and to your classmates.

E-Mail Database. When LK started in 1987, e-mail wasn't in our vocabulary. Get us your e-mail address to stay in touch, get the eNews, and hear about last-minute events.

The Member Services Committee — Aaron Cantrell, Dan Dunn, Susan Einspahr, Judith Fagin, Ralph Jarl, Brent Larson, Jack Mekemson, Melody Nedrud, Denise Posie, and Tom Vance — welcomes your suggestions and comments. For submittals to eNews, contact judithfagin@aol.com.

We are excited about our new direction; we hope you agree.

— JEF

Member News, Volunteering, Jobs & More...

We want eNews to be an important service for you, our LK members. Tell us about your successes, job openings, volunteer opportunities, lectures, events, and any other item that would be of interest to LK members.

Member News. Share your leadership success. Tell us about awards, new positions, speaking engagements, publications; digital photos are welcomed.

Volunteering & Board Openings. LK is your best network to use to fill those volunteer and

Board positions. Send us a brief description and contact information for immediate posting in the Web edition.

Jobs. Have a job to fill? Want a leader, or someone whom a leader can recommend? Send us the posting for both the Web and quarterly editions.

& More... Be creative. Is your firm sponsoring a lecture or forum related to leadership? Is there a community event or issue that we should all know about? Do you have digital photos of a special event that

involved LK members? Tell us about it.

We want this newsletter to include anything that you, LK members, will find interesting, informative, and useful. We can post time-sensitive information immediately in the Web edition. Deadlines for quarterly issues are the last Fridays of September (Fall), December (Winter), March (Spring), and June (Summer). Send information to Judith Fagin, judithfagin@aol.com, or call Judith at 269-343-1244.

*One Leader's View***BRENT L. LARSON**, *LK Membership Services Committee**Considering Synergy and Silos*

There is something mystical about the concept of "synergy." As it has been described by business gurus like Stephen Covey and others, synergy is what occurs when the coming together of ideas, parties, resources or interests results in an outcome that is greater than the sum of the combined parts. It is a curious thing that seems to defy logic, and it creates a sense of wonder.

In an emotional and idealistic sense, we have no problem accepting that synergy occurs. When two people get married, what results is greater than the simple coming together of two people. When a merger of organizations takes place, the intention is to create something better than the simple addition of two sets of assets and bottom lines. And when we brainstorm together, we expect that ideas from the group will be better than just the combined ideas of each individual.

Throughout the Greater Kalamazoo area, we have proven over and over that synergy is very real, and extremely powerful. Think of the United Way, Healthy Futures, the Epic Center, Southwest Michigan First, and many other worthy case studies. These examples pro-

vide clear evidence that coming together can provide rich rewards that benefit all of us. While there is much to celebrate, I believe we are only scratching the surface of what is possible if we seek new ways to work together toward synergy.

For a variety of reasons, we often choose another option, despite the evidence of synergy's power. We choose instead to live our lives and to conduct our affairs in "silos." We establish silos around ourselves, our businesses, our interests, and our resources – like circular barriers extending skyward -- and we protect the boundaries of our silos very vigorously.

Realistically, silos are the best and most appropriate choices in many circumstances. They give us privacy, protection, propriety in business, and many other benefits. Sometimes, in fact, the silo approach is required by law, or is the most appropriate option for a hundred other reasons.

On the other hand, some people's personal silos might mean that they seldom go downtown, or have never been to the Overlander Bandshell in Port-

age. Their silos dictate that Schoolcraft is too rural; the Northside is too urban. Or that the mall is too crowded. Or that parking in the city is too difficult. Some people's silos keep them unaware or uninterested in what's happening in other areas of the larger community, and, as a result, they probably know very few people in other jurisdictions outside their own.

As we work to create a better future for ourselves and for our children, we need to ask ourselves if we are using the best approach to face challenges and discover opportunities around us. We need to consider whether we can be stronger or more successful by coming together than we can by protecting our silos? If we were to reach outside of our comfort zones and beyond the barriers around us, could we have confidence that the results would be worthwhile?

I believe that the deterioration in our economic security over the past few years, our region's job losses, and our concerns for national security are just a few of the many reasons to call into question the importance of boundaries we place around our neighborhoods, our re-

gion's various jurisdictions, and ourselves. If the Greater Kalamazoo area is threatened economically or physically, does it really matter if we are in Comstock or in Texas Township, or Plainwell or Three Rivers? As you fly in an airplane into the Kalamazoo/Battle Creek International Airport, can you tell where the lines are between the area's various cities, townships and villages?

If we were to choose to view the Greater Kalamazoo area more often as we would from an airplane, when the boundaries become virtually invisible, would we be more inclined to find new ways to come together for our common good? Would we be more motivated to reduce our natural tendency to protect our silos? Would we at least consider other options? And what about the silos that may be keeping us from collaborating with other communities throughout southwest Michigan, the state, or even the country? What possibilities, and better results, might we be missing?

Brent L. Larson is president of the Northside Business Association, and is a resident of Portage.

Regional Leadership Alliance

Next event, December 2

**Regional Leadership Alliance**

A SOUTHWEST MICHIGAN PARTNERSHIP

The Regional Leadership Alliance will hold its next forum, "Building an Innovative Economy: Leadership in Economic Development," on Friday, December 2, 12-3:30 PM, at McCamly Plaza in Battle Creek. The keynote speaker will be Dr. Edward Hill, of Cleveland State University. Dr. Hill, a professor of economic development

and author on urban public policy and economic development, is coordinating national research on the competitive advantage of urban land.

The \$69 fee for the forum and lunch includes a bonus morning workshop (10-11:30 AM), "Leading Community Change." The workshop will be presented by John Canfield,

Management Consultant. Participants will learn how to break down the components of change into manageable steps.

RLA is a forum for leaders in Southwest Michigan to discuss ways we can plan together for our collective future. For more information and for registration, contact Judy Moore at the Chamber.

Get Involved!

- Do you want to spread the word about LK?
- Do you know of individuals or companies who should be involved with LK?
- Do you have ideas about what LK classes should learn?
- Do you have special interests or expertise?

If so, then Leadership Kalamazoo has opportunities for you. Get involved, get thinking, and get results.

The following is information about the four LK committees:

LK committees, programs, and events

Curriculum: Mary Etter, kzmetter@davenport.edu. Works all year on class sessions, and provides input, direction, and oversight to the one-year program curriculum. Also assists class planning teams with the 3-4 sessions they plan.. Meets monthly.

Marketing: Bobbe Luce, admin@signatureprinting.com. Examine strategies for recruiting, increasing visibility in the community, etc. Also provides input on new promotional materials, Web site, and directory. Meets as needed.

Member Services: Judith Fagin, judithfagin@aol.com.

Focuses on continuing education activities that allow members to continue issues discussions and/or skills training.. Activities include: Coffee With a Leader, skills-based workshops and programs, joint events with the current class, electronic newsletter, and maintaining the member database. Members are also working on the Regional Leadership Alliance. Meets monthly.

Recruitment/Selection: Need new chair — contact Judy Moore. Responsible for selection of the class each year from applications submitted. Also considers scholarship requests and amounts. Meets only a few times around the June 1 deadline.

Join us for a cup and conversation



Coffee with a Leader

Leaders, locations, and dates to be announced soon!

Check the eNews Web site, your e-mail, and regular mail.

Are You a "YP"?

Young Professionals group to form

Leadership Kalamazoo and The Kalamazoo Regional Chamber of Commerce are working together to establish a Young Professionals Group. Targeted at the 21- to 30-something professional, this group is intended to bring young professionals together to network, share ideas, enjoy targeted learning opportunities and possibly even work together on community service projects or initiatives. The purpose of this group is to facilitate a positive experience

for Young Professionals (YP's) in the greater Kalamazoo area, making our region a more inviting and enticing place for YP's to begin, grow and enhance their careers.

We are in the initial stages of forming a task force which will consist of YP's and others who are interested in supporting this effort. Our first charge will be to establish a framework for what the group should be – according to what YP's tell us **they** would like. From there, this task force will

work on identifying YP's in the community (primarily through the business community), setting up a marketing plan and planning a kickoff event. Once the group has been established, it will be self-sufficient and maintain its programs and mission through its' own leadership team.

We need your help! If your organization has a concern about the recruitment and retention of Young Professionals, we'd like you to be involved. If your company em-

plays a number of Young Professionals, we'd like you to be involved.

Our first task force meeting is being planned for November and we'll be coordinating the dates very soon. If you or someone on your staff would like to be included in this exciting new project, please contact Sheri Welsh at Welsh & Associates.

Sheri can be reached by phone at 269-488-8846 or email at sheri@welshandassociates.net.

LK Class Representatives Keep in touch, stay up-to-date

We can't do it without you, and the ones who know you best are your classmates. LK Class Reps will contact classmates periodically, update member information, and, most importantly, get e-mail addresses. We thank those who have already volunteered; if your year is not yet represented, contact Judy Moore at

the Chamber or Judith Fagin, judithfagin@aol.com). Class Reps for 2004-2005 are:

1987 — Nancy Owen, nowen@ameritech.net
1988 — Rick Briscoe, rbriscoe@encorekalamazoo.com
1989 — Ron Baylor, baylor@millercanfield.com
1990 — Ed Sackley, ed.sackley@mail.house.gov
1991 — Susan Einspahr,

susan@kingscott.com
1992 — OPEN
1993 — Joyce Pines, jpines@kalamazoogazette.com
1994 — OPEN
1995 — Gordon Brown, gordondbrown@aol.com
1996 — Tim Kilmartin, tim.kilmartin@nationalcity.com
1997 — Gayle West-Webster, gayle.west-webster@na.manpower.com
1998 — Jill Hess, jhess@heritagecommunity.com

1999 — Greta Williams, gretaw@aol.com
2000 — Heidi Pfannes, heidipfannes@kingscott.com
2001 — Sue Warner, susan@kpl.gov
2002 — Judith Fagin, judithfagin@aol.com
2003 — Beth Gillett, beth.gillett@snelling.com and Dorilee Crown-Schieble, dcrown-schieble@kalfound.org
2004 — Sherri Douglas, sdouglas@kazoochamber.com

Leadership KALAMAZOO

Engage today. Improve tomorrow.

Leadership Kalamazoo

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Leadership eNews

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We're on the Web!

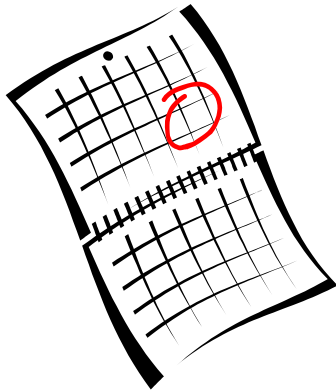
Leadership eNews (.pdf) link is on
the Chamber's LK page:

[www.kazoochamber.com/chamber/
prog_services/ps_leadership.htm](http://www.kazoochamber.com/chamber/prog_services/ps_leadership.htm)



www.kazoochamber.com

LK Calendar



October 27, Wednesday, 5-7 PM

LK Fall Reception at Upjohn Institute.

November 8, Monday, 5:30-8:15

PM "Pizza & Pointers," pizza, dessert, and workshops on overcoming problems related to a job search. First United Methodist Church, 212 S. Park St., Kalamazoo. *No charge.*

December 2, Friday, 12-3:30 PM

Regional Leadership Alliance, McCamly Plaza, Battle Creek. Topic: "Leadership in Eco-

nomie Development." Bonus workshop: "Leading Community Change" (see article, Page 2). \$69, including bonus workshop.

2005

February 11, Friday, 12 Noon Regional Leadership Alliance, Riverside Church, Three Rivers. Topic: "Community Weaving." Bonus workshop: "The Civil Action of Community Improvements."

March 1, Tuesday Chamber Awards Event. Presentation of

LK Community Trustee Award to LK graduate.

Spring Program, TBA "Faith-Based Initiatives" program. Contact Denise Posie, 381-9331, dposie@yahoo.com.

April, TBA Regional Leadership Alliance, Benton Harbor/St. Joseph, 12 Noon. Topic: "Livable Communities."

June, TBA LK Graduation Dinner. 2004 Class graduation and LK Awards Dinner.

Meet the LK Class of 2004-2005



Board Opening

MRC Industries, a local United Way organization that serves adults with disabilities, is seeking new board members for 2005-2008 terms (beginning January). For more on MRC, go to www.mrcindustries.org.

For information about the Board, call Rosalie Novara, Executive Director, at 343-0747.

Each Fall we welcome the incoming Leadership Kalamazoo class. We are pleased to introduce the Class of 2004-2005:

Borgais, Kathy, *The Owen Group Ltd.*

Brown, Michael L., *Kalamazoo Gospel Mission*

Clements, Jesse, *Community Volunteer*

Cockrell, Michael, *Kalamazoo Public Library*

DeShon, Amy, *Eastside Neighborhood Association*

Donavan, Diane, *Secant Technologies*

Eaton-Mall, Tish, *Bronson Methodist Hospital*

Evans, Mike, *Comerica Bank*

Faworski, Greta, *Boys & Girls Club of Greater Kalamazoo*

Gardner, Demarra, *Kalamazoo Neighborhood Housing Services, Inc.*

Hall, Sandra, *Family & Childrens Services, Inc.*

Heilig, Linda, *Irwin Union Bank*

Hoekstra, Timothy, *Standard Federal Bank*

Jeska, Dan, *Kalamazoo Loaves & Fishes*

Jewell, Lori, *State Farm Insurance Companies*

Kaufman, Brian, *Allegra Print & Imaging*

Keizer, Celine, *Community Volunteer*

Kettner, Vicky, *Downtown Kalamazoo, Inc.*

Kucinski, Jon, *National City Bank*

LaRoy, Robert, *Kalamazoo County Family YMCA*

McCormick, Mary, *Tower Pinkster Titus Associates*

McDonnell, Tony, *Borgess Health Alliance*

Reyes, Loretta, *Heritage Community of Kalamazoo*

Schoolman, John, *Greenleaf Trust*

Sequite, Jean, *Gazelle Sports*

Tryles, Dan, *Kingscott Associates*

Watts, Brad, *W.E. Upjohn Institute for Employment Research*