

Summer 2008  
Volume 4, Issue 2

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## Women in Leadership Panel offers information and advice to local leaders

### *Words of Wisdom Flow From the Trenches*

Words of wisdom from women who "have been there" filled the room on May 19 at the Leadership at Noon event titled *Women in Leadership*.

The panelists were Terry Barclay, president and CEO of Inforum; Anne Drummond, Communications Director of the Arts Council of Greater Kalamazoo; Andrea Juarez, executive director of New Latino Visions; and the Rev. Denise Posie, pastor of Immanuel Christian Reformed Church.

The panel was moderated by Sheri Welsh, owner of Welsh & Associates, and chairperson of the Leadership Kalamazoo Advisory Council.

When asked what advice they would have for women aspiring to leadership roles, the response from Anne Drummond was "don't second-guess yourself. Someone telling you that you can't can be a roadblock, but you can't let them define your future." Denise Posie offered, "commit to be a lifetime learner. Be open to learning from all around you." Andrea Juarez had a caution: "Don't be defined by others' perceptions of you." She later commented that "If you are on the path that is right for you, doors will open for you. But have a Plan A, B & C!" Terry Barclay's advice was "learn early on to take criticism without damaging your self esteem."



*Women in Leadership Panelists are, from left: Terry Barclay, the Rev. Denise Posie, Anne Drummond and Andrea Juarez*

She added that "self-awareness is the most important competence to have."

Terry Barclay referred to the recent study done by Inforum that stated that because women are now one half of the Michigan workforce, they have developed a false sense of security. The study showed that of the top 100 publicly held com-

panies in Michigan, there are no female CEO's. Women make up only 10% of the corporate board members. "And these numbers have not changed from 2003," she said. Inforum was formerly the Women's Economic Club, and is one of the largest and most prestigious business forums in the nation, with 2600 members.

### *Strickland Coming to Kalamazoo*

This November, hear an astonishing tale of social change and economic revitalization, one person at a time. Leadership Kalamazoo welcomes artist and social change agent **Bill Strickland November 6** at the **Radisson Plaza Hotel** in downtown Kalamazoo.

Strickland was an at-risk youth in the steel town of Pittsburgh until he discovered art and the power of people who believed in him. He went on to

found Manchester Bidwell, a world-class institute devoted to vocational instruction in partnership with big business. Today, the vocational center, in the heart of what was once the Pittsburgh steel dynasty, boasts employment placement rates for its graduates that rival many universities.

Look for more information from us as the date approaches.

*(See more on page 4)*

Join us for a cup and conversation



**Coffee with a Leader**

Join us at the Chamber

...

**We hope you're enjoying your Michigan summer! Our Coffee with a leader series is on hiatus for the summer, but we have an exciting season planned**

## Leadership Message from Google

# HAVE A MISSION THAT'S MEANINGFUL

Michael Lorenc told the Class of 2008, LK members and guests that Google's lessons can be applied to any organization. He is an online sales and marketing manager for the company, and has been in Ann Arbor since returning from a 2 year stint in Europe, opening Google offices in several countries.

Lorenc said that having a mission that's meaningful is critical to creating an environment for innovation. Google's *Nine Notions of Innovation*:

1. Ideas come from everywhere
2. Share everything you can
3. You're brilliant . . . we're hiring (Google favors intelligence over experience)



4. License to pursue dreams (Google employees get a "free" day a week)
5. Innovation—not instant perfection
6. Don't politic—use data
7. Creativity loves restraint (it creates urgency)
8. Worry about users and usage, not money (simple to use, easy to love, \$\$ will follow)
9. Don't kill projects—morph them (there's always a kernel of good that can be salvaged)

## Leadership Kalamazoo 2008

Congratulations to the 22nd class of Leadership Kalamazoo...

Tammy Barnard	Edison Neighborhood Association
Karen Bouche	Greenleaf Trust
Coco Cook	Kalamazoo Communities in Schools
Vicki Georgeau	City of Portage
Jennifer Granzow	Kalamazoo County Prosecutor's Office
Rob Gray	Comerica Bank
Hap Haasch	Community Access Center
Barbara Hathaway	The Owen Group
John Hayden	Bronson Healthcare Group
Ginger Hentz	Local Initiatives Support Corp. (L.I.S.C.)
Adam Herringa	City of Portage
Gretchen Johnson	WordPlay Marketing & Communications
Kevin King	Kalamazoo Public Library
Kevin Linders	Consumers Energy
David Lipowski	State Farm
Vince Marcinek	ProMed Healthcare
Kimm Mayer	Stryker Medical
Michelle McDade	Junior League
Nick Metzger	State Farm
Derek Naylor	Keystone Community Bank
Kelly Odean	Comerica Bank
Michael Oliphant	Yeo & Yeo, P.C.
MarciaPszczolkowski	Kalamazoo Gazette
Dan Sherman	Specialty Business Forms
Jeff Timmerman	Miller-Davis Co.
Kristen Utrecht	Manatron, Inc.
Daniel White	Big Brothers/Big Sisters

## A Farewell "THANK YOU!" From Judy Moore



What followed the June 4 graduation of the Class of 2008 at the Fetzer Center was truly overwhelming. Each element was another wonderful surprise, brought back wonderful memories, or gave me a good laugh! (Susie Einspahr and Dick Hooker's "Top 10" including "best den mother for grownups ever" will stay with me for a long time!)

But the greatest surprise and the most meaningful tribute that could possibly have been given was the renaming of the

*"Thank you for 22 years of Leadership Kalamazoo, the opportunity to meet and work with all of you, and now for the wonderful support you have given to the scholarship fund. It is deeply appreciated!"*

Leadership Scholarship Endowment Fund at the Kalamazoo Community Foundation. That fund is so very essential to the diversity of any future classes, and is even more important with program costs steadily increasing . . . There are many Leadership

Kalamazoo graduates who have made contributions to that fund in conjunction with the name change. I want to thank all of you for this very great honor, and encourage you to continue to support that fund in the future.

# WELCOME TO THE WORLD CAFÉ



## VOLUNTEER, AND LEARN A NEW SKILL—The World Café Process

You are invited to join a special community roundtable on August 2 that will explore systematic change in Kalamazoo through innovative thinking and sharing. It's a conversation that matters.

This meaningful conversa-

tion will be run in The **World Café** format. This was used in recent Reading Together events, and is increasingly used around the country and the world to generate input, share knowledge, stimulate innovative thinking and explore action around real-life issues and questions.

This event is being organized by The Owen Group and sponsored by the Fetzer Institute and the Drug Treatment Court Foundation.

If you'd like to be part of this event, and/or become a facilitator, you just need to do the following:

Attend the training on **Thursday, July 31** at Kalamazoo Public Library's Van Deusen Room. **Choose** your session: **9 am to noon or 3 to 5:30 pm.** To register, send an email to [owengroup@ameritech.net](mailto:owengroup@ameritech.net) or call 383-0515. We are privileged to have a trainer coming to us **directly** from The World Café

itself – the organization that developed this meeting format. Frances Baldwin is an international business consultant, coach and educator of leadership and organization development.

To participate, the community roundtable will be held on **Saturday, August 2**, starting at 8:30 am at the Bank Street Farmers Market. The program will run **8:30 am to 12:30 pm.**

## SmartShop Metal Arts Center Draws National Attention

Kalamazoo has another reason to celebrate its growing reputation for community and economic development: The SmartShop Metal Arts Center.

An anchor to Kalamazoo's growing riverfront development area, this nonprofit metal arts school recently announced two

nationally note-worthy events. Beginning in mid July, renowned metal arts artist Rachel David of New Orleans, LA, will serve as the school's visiting artist. And in November, Director Holly Fisher and board member Gretchen Johnson (LK class of 2008) will present the school's history as a best-practice case study at the National Arts Marketing Association's annual conference in Texas.

Fisher, who founded the center in 2002, says, "Our school is becoming known on a national level for our unique programming and that's incredibly exciting and rewarding. We've always received

such tremendous community-wide support that it is gratifying to see that good will returned through increased recognition to the Kalamazoo area."

David's studio Red Metal is in New Orleans' 9<sup>th</sup> Ward. Destroyed during Hurricane Katrina, she has rebuilt, but says the devastation of the storm left an indelible impression on her that will forever influence her art. David studied Russian and Eastern European History at Oberlin College in Ohio before graduating from the Evergreen State College in Washington with a Liberal Arts Degree with a focus on metal sculpture.

David will provide instruction at the SmartShop for six weeks. The school has scheduled a series of special events and one-of-a-kind workshops around her visit.

The November conference presentation will highlight the school's 2004 application for and recognition as an inaugural Cool Cities Grant recipient. The Cool

Cities initiative was introduced by Governor Granholm to engage communities in the State's efforts to make Michigan more attractive for new jobs and new citizens. It was in response to author Richard Florida's books and lectures on what he called The Creative Class, a segment of innovators and entrepreneurs who are drawn to communities that appreciate and celebrate the arts and public spaces.

"Kalamazoo's industrial heritage is legendary," says Johnson, owner of WordPlay Marketing Communications. "From Checker Cabs to Landscape Forms, we have been and remain a globally-recognized leader in cool and innovative industrial design. The SmartShop Metal Arts Center plays an integral role in telling that story—encouraging appreciation for metal arts, teaching metalworking and promoting the Kalamazoo region for both our arts and our industry."



*New Orleans' Artist Rachel David Visits Kalamazoo's SmartShop*

# OPPORTUNITIES FOR VOLUNTEERING

## Great Start Collaborative

The Great Start Collaborative, working on children's issues Birth to 5, is currently looking for volunteers to work on some specific issue areas being targeted by various committees. If you have an interest in any of the following issue areas, call Jacque Eatmon, coordinator, at K-RESA at 385-1580. (The 2008 Class will remember meeting with Jacque in March.)

### Parenting Support & Education

1. Building support in the community for the value of parenting so that all sectors conduct themselves in family-friendly ways.
2. Increasing parents' knowledge of how best to nurture their ba-

bies and young children.

### Early Education

Increasing the number of slots for at-risk 3 and 4-year olds in the Michigan School Readiness Program (MSRP—run by school districts, funded by the State).

### Childcare

1. Advocating for a statewide quality rating system (5 stars =excellence) for childcare facilities (and possibly helping to pilot use of one locally).
2. Increasing childcare training and skills of family, friend, and neighbor care providers (most State childcare subsidies go to these providers).

### Health

1. Increasing families' knowledge of where to go for physical and

mental health care for their children.

2. Increasing the ability of providers in the two sectors—physical health and mental health—to refer families appropriately to the other sector for help the children need.

## LK Marketing Committee

The Leadership Marketing Committee is looking for a few additional members. Their tasks this year will include developing ideas for a new marketing piece, and generating publicity for the November 6 Leadership Summit. If you have marketing or public relations interests or expertise, call Callie Gaines at 381-2977, ext. 3240.

## This And That and Another Thing...

### SAVE THE DATE ITEMS!

The **Fall Reception**, to welcome the Class of 2009, will be held on **Wednesday, Oct. 1**. Details will be announced later, but save the date to reconnect with classmates, and meet the new class.

The **2008 Leadership Summit** will be held **November 6**. Key-note speaker will be Mr. Bill Strickland, CEO of Manchester Bidwell Center and Manchester Craftsmen Guild in Pittsburgh, The community arts education and training center he created is also the topic of a new book by Strickland titled *Make the Impossible Possible: One Man's Crusade to*

*Inspire Others to Dream Bigger and Achieve the Extraordinary*. The event will be held from 7:30 to 9:30 a.m. at the Radisson Plaza Hotel. Preceding the Summit, Leadership Kalamazoo will partner with the Kalamazoo Public Library to sponsor special events related to Strickland's work and his book.

### SPONSORS NEEDED

Sponsors are needed for the October 1 Fall Reception, as well as the November 6 Leadership Summit. If you are interested in the promotional value available for either of these sponsorships, contact Callie Gaines at 381-2977, ext.

3240, or at via email at [cgaines@kazoochamber.com](mailto:cgaines@kazoochamber.com).

### MISCELLANEOUS

There were two LK graduates among the thousands who ran the Boston Marathon recently:

Karen Spaude, '07, and Bob Poznanski, '95. Congratulations to both!!

### CLASS NOTES

Doug Phillips of Skanska USA Building, Inc. had a busy May, he was:

- elected to the Board of Directors of Goodwill Industries of SW Michigan
- elected to the Board of Directors of the Kalamazoo Symphony Orchestra
- joined the Advisory Board of the Friends of WMU



*"With his potter's hands, Bill Strickland is reshaping the business of social change. His Pittsburgh-based program offers a national model for education, training and hope." -Fast Company*

LK grads past and present inspired this year's graduation ceremony. *From top the Reverend Denise Posie, former WMU President Diether Haenicke, City of Kalamazoo*