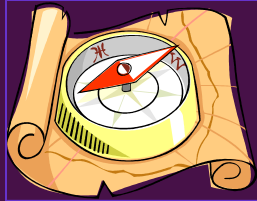


For the  
Future of the  
Redding  
Region



# Leadership Redding Compass

[www.leadershipredding.com](http://www.leadershipredding.com)

December 2010

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Calendar of 6  
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Thank you, 7  
Sponsors!

Leadership  
Redding is a  
program of the  
Shasta Regional  
Community  
Foundation.

Please visit

[www.shastarcf.org](http://www.shastarcf.org)

## Sponsor Appreciation Event



The Atrium with its inviting atmosphere...

The Steering Committee decided to go forward with the idea at our summer planning session and we put it into our budget.

Three key committees worked together to make the event a success. The Alumni Committee, under the direction of Christy Davis, took care of all the physical arrangements, which included the complimentary use of the Atrium at Market Street Promenade, thanks to Michele Goedert. Roxanne Burke and the Marketing Committee designed an elegant invitation, which Pacific West Graphics printed as a contribution. Jim Warnemuende and Katrina Dele-



Julie Turner, Christy Davis, Tammy Parker, Redding Bank of Commerce

choose to support our program was a highlight of the evening.

We currently have 53 sponsors who we will look forward to seeing at next year's Sponsor Appreciation Event. If you are interested in sponsoring Leadership Redding or know someone who wants to, please contact Jim Warnemuende at [docjim8@yahoo.com](mailto:docjim8@yahoo.com).

On November 4<sup>th</sup> Leadership Redding held its first Sponsor Appreciation Event. We were pleased at the turnout and the positive response we received from sponsors and Steering Committee members who were there.

The Steering Committee continuously seeks new ways to let our sponsors know how important they are to us. A couple of years ago, Andi Dodd recommended that we have a special social event, like our Annual Spring Social Event, just for sponsors in the fall. The

Steering



Ronda Ball, Enjoy Magazine; Christy Davis, Leadership Redding Alumni Assoc'n

Committee decided to go forward with the idea at our summer planning session and we put it into our budget. Three key committees worked together to make the event a success. The Alumni Committee, under the direction of Christy Davis, took care of all the physical arrangements, which included the complimentary use of the Atrium at Market Street Promenade, thanks to Michele Goedert. Roxanne Burke and the Marketing Committee designed an elegant invitation, which Pacific West Graphics printed as a contribution. Jim Warnemuende and Katrina Delevati, Sponsorship Chairs, coordinated the efforts of the Steering Committee to push up our deadline for enlisting sponsors so we could have the mid-fall event.

Representatives from twenty-five sponsors were invited to the speaker's dais by Brad Williams, past LR Chair, and awarded a plaque as thanks for their support. Our newly designed plaques were donated by Pacific West Graphics. Hearing from some of our sponsors about why they



Carolyn Helfenstein, Catholic Healthcare West; Christy Davis, LR Alumni Association

## Social Issues—Session Highlights

### Facilitators:

Roxanne Burke

Katrina Delevati

Dave Plowman

Jason Hull

### Session Sponsors & In Kind/Service:

Shasta Family Justice Center

### Think Tank:

Karen Capfer

Karen Lee

### November 4th, 2010

Twenty class members sat dumbfounded in the Shasta Family Justice Center conference room at 8:30 a.m. on November 4. Each person was asked to give up their wallet, purse, and cell phone, and live in the shoes of a needy family in Shasta County. Regardless of the identity they walked in with that morning, they were now penniless and in deep trouble.

Following the instructions for the day and a brief strategy meeting to determine where to go for help, each of the six groups of 3 to 4 people walked out the door and into the worlds of some real families living in Shasta County. Relying on just a few dollars and their own resourcefulness, the “Liptons,” “Marichinos,” “Ostremes,” “Bailey-Brothems,” “Vindicants,” and the “Dadigans” set forth to navigate the world of social services in the greater Redding area. The scenarios ranged from an adult convict caring for his elderly, frail mother to the 17-year-old mom of two (ages 2 and 5) each struggling to survive. By 2 p.m., all six families were back in the conference room hungry, tired, and overwhelmed with the daunting task of finding resources. Some groups found many agencies helpful; others found agencies frustrating and rude.

Class members reported the interactive session gave them some powerful lessons about the issues facing families in Shasta County and most said it left a lasting impression on them. The class decided to donate the \$764.41 left over from the session budget to the Shasta Family Justice Center and participate in the Northern Valley Catholic Social Services “Adopt-a-Family” program to give a needy family a happier holiday season as the session elective.



Class members Todd Garr, Michelle Slade, and Jessica Tegerstrand discuss their “Social Issues” experience with fellow classmates.

One class member shared that the day provided an “insightful look into the various agencies that provide the resources for those who find themselves in need.” Another wrote that, “Although we couldn’t truly replicate what our scenario family would be feeling, it gave us a better understanding of the challenges facing some members of our community.”

## Healthcare—Session Highlights

### Facilitators:

Kimber Rickey  
Cindy Buhler  
Monique Gaido  
Richard Myers  
Andrea Dodd

### Session Sponsors & In Kind/Service:

Mercy Medical Center  
MD Imaging

### Think Tank:

Jennifer Maher  
Peter Crawford  
Michelle Slade  
Mike Strech

### December 2nd, 2010

The session began with a game of Jeopardy which led into panels on Healthcare Administration, Retention, and Delivery and Healthcare between the Gaps. The Class of 2010 was impressed by data emphasizing Shasta County's unique socioeconomic factors and associated healthcare needs. Think-tank facilitators Jennifer Brooke, Peter Crawford, Michelle Slade, and Mike Strech challenged four small groups to use local media to educate Shasta County residents on the most critical healthcare concerns of given age groups. This brought many laughs as well as bringing serious discussion of our region's healthcare issues.



Mike Strech and Rick Phillips "get their meds" during the "Senior Moments" activity.

After a tasty lunch provided by MD Imaging, the presentations turned toward Mental Health and Suicide Prevention, Home Health and Hospice Services with the highlight being the "Senior Moments" activity, led by Sue Becker of Sierra Oaks. It is always a delight to see one's peers dressed in funny glasses, nose plugs, ear plugs, gloves, and booties! Jon Halfhide's discussion of Healthcare Reform served as the grand finale of a fantastic day.

### Class comments on the session:

"I like being informed about the state of health care directly from the providers rather than just from the media. (It) Gives an excellent perspective from those who work in the system day in and day out."

"The healthcare session opened my eyes to the issues within our area."

Naomi Yamamoto and Melissa Freilich enjoying the "Senior Moments" activity.



## Sponsor Spotlight—McHale Sign Company



Number of employees: **10**

Sponsor Representative: **Bernice Corey**

McHale Sign Co. is a family owned business that was started as McHale's Neon and Plastic Sign Service by Bernie Corey's father, Raymond McHale, in 1967. In 1977 Bernice's boyfriend, Patrick Corey, went to work for her father. In 1980 they became partners with her parents after their marriage in 1979.

Their bigger shop off Caterpillar Road was ready for the turn the industry took when the 90's came. Large corporations like hotels, restaurants and gas station chains started big image changes. National sign companies contracted with smaller companies like McHale Sign Co. to install signs they built for the chains. McHale Sign Co. also started more custom signage for local and out of town businesses.

In 1995 Raymond McHale retired and Pat and Bernice Corey purchased the business and changed the name to McHale Sign Co. They bought a much needed larger building and property off of Airport Road, hired more employees and added more crane trucks and sign manufacturing equipment. Today the company has taken a hit with the economic slowdown but the sign industry is seeing corporations starting to gear back up with new images. The company will also be implementing a new web based software program in 2011 that is designed specifically for the industry. Pat and Bernice's son Kevin has been working in the industry since he was young. The joke within the industry is "Nobody grows up wanting to be a sign man, except a child who grows up in it." He will be joining the business full time in June after his graduation from Chico State with a business degree.

Pat and Bernice Corey were both born and raised in Redding and have always valued the Redding Community and all it has offered them. They appreciate their success and feel it is very important to give back to the community.

They have donated to and sponsored many community events and organizations. Bernice was a member of Leadership Redding Class of 2009-2010 and feels that the organization has great value to the community. The education that the class members get during their year-long participation is something that she wishes everybody could experience. The knowledge of our community and its offerings is so meaningful. The Corey's and McHale Sign are proud to be a sponsor of Leadership Redding.



## Sponsor Spotlight—Sierra Receivables Management, Inc.

Number of Employees: 12

Sponsor Representative:  
**Nannette Thomas**

Nannette believes that choosing a professional collection service to collect delinquent accounts receivable requires careful consideration. The decision involves more than simply awarding business to the lowest bidder, as the *quality of the service used will affect both the bottom line and public image*. For the past 25 years in business,



this agency has had two primary objectives: (1) to work with customers to clear their balances in the most efficient way possible (while maintaining the client/customer relationship), and (2) to collect overdue balances as quickly as possible to increase our Clients' bottom line revenues.

Nannette has decided to sponsor Leadership Redding because she was a participant in Leadership Redding approximately 15 years ago. Her reason for entering into the program was to become more informed in community government and small business and to become a better leader in her business. She learned much more...the TEAM is more important to the overall result (finish line) than her individual goals.

Nannette is the only one in her company that has gone through the Leadership Redding Program. The program has impacted her business by teaching her not to criticize those involved in committees and city/government positions unless she makes the move to get involved to understand the reasons behind decisions that are made in those leadership roles.

Other comments Nannette would like to share:

Our company has an A+ Rating with the Better Business Bureau

We are celebrating 25 Years in Business

We received Hall of Excellence Award for Customer Service from the Greater Redding Chamber of Commerce.

## Upcoming Activities

Government & Planning  
January 6, 2011

Public Safety and the Courts  
February 3, 2011

Education  
March 3, 2011

Art, Communication &  
Boardsmanship  
April 7, 2011



Recreation & the Environment  
May 5, 2011

Future of the Redding Region &  
Graduation May 19, 2011

**L.R. Alumni Association  
Special Events:**

*Annual Spring Social Event*

March 3, 2011, 6-8 pm

## Special Thanks to our Underwriters

*Elite Underwriters, Underwriters (click to visit websites!)*

◆ [Enjoy Magazine](#)

◆ [Mercy Medical Center](#)

◆ [Pacific West Graphics](#)

◆ [Shasta Regional Medical  
Center](#)

◆ [Redding Rancheria](#)

◆ [Jim & Carolyn Warnemuen-  
de](#)

◆ [The Atrium Building](#)

◆ [City of Redding](#)

◆ [Tapas Downtown](#)

◆ [Win-River](#)

## Thank you Leadership Redding Sponsors!

- ◇ Apex Technology Management, Inc.
- ◇ Bat Electric
- ◇ Best Western—CR Gibbs
- ◇ Carmona's Appliance Center
- ◇ Chartwell's at Simpson University
- ◇ Cox Real Estate Consultants
- ◇ Dr. David L Dennis
- ◇ Evanhoe Kellogg & Company, Inc.
- ◇ Five Star Bank
- ◇ James Wyatt, Attorney at Law
- ◇ Jeff Collins, CPA
- ◇ Heritage Woodworking
- ◇ Law Offices of Pugh & Van Voris
- ◇ Matson & Isom
- ◇ MD Imaging
- ◇ Medical Home Care Professionals
- ◇ National University
- ◇ Northern California Rehab Hospital
- ◇ PremierWest Bank
- ◇ Redding Anatomic Pathology
- ◇ Redding Bank of Commerce
- ◇ Redding Police Managers Association
- ◇ City of Redding
- ◇ Shasta.Com
- ◇ Shasta Regional Community Foundation
- ◇ Simpson University
- ◇ Smart Business Resource Center
- ◇ SJ Denham, Inc.
- ◇ Tapas Downtown
- ◇ Training Gallery
- ◇ US Bank

Are you interested in becoming an individual sponsor or an organizational sponsor of the Leadership Redding program? If so, contact the Leadership Redding sponsorship chairperson, Jim Warnemuende ([docjim8@yahoo.com](mailto:docjim8@yahoo.com))

*It is money well invested!!!*



Tell all your friends, neighbors, and associates about Leadership Redding and remember that the deadline for applications for the 2011-2012 class year is March 31st. Share your experience and encourage members of your community to get involved. If you would like to see someone you know enjoy the experience of Leadership Redding just as you did, please send his or her name and contact information to [coordinator@leadershipredding.com](mailto:coordinator@leadershipredding.com). Applications can also be downloaded off the website at [www.leadershipredding.com](http://www.leadershipredding.com).

E-Mail: [coordinator@leadershipredding.com](mailto:coordinator@leadershipredding.com).

Website: [www.leadershipredding.com](http://www.leadershipredding.com)