

*For the  
Future  
of the  
Redding  
Region*

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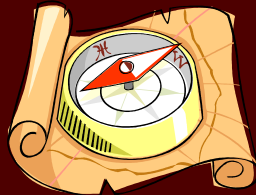
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Leadership Redding is a program of the Shasta Regional Community Foundation.

Please visit

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



# Leadership Redding Compass

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

October 2010

## Business & Economy—Session Highlights



Photo (left) - Small group activity. Class member (left to right) Butch Brown, Peter Crawford, David VanDyke, Rick Phillips.

Class comments of the day:

“Knowledgeable presenters loaded with good information. Activities made you think and showed how little I actually knew about a few areas.”

“I was exposed to business incentives in Redding that I otherwise would not have been aware of.”

“The wealth of information, the speaker’s enthusiasm, location was great, and the food wonderful!”

Photo (right): Think tank game: Tic-Tac-I Know! Class members: Rob Adams, Naomi Yamamoto, Melissa Freilich. “I thought that the think tank team did a great job energizing us at the end of the day.”



## Elective—Redding Electric Utility Tour

Class comments:



“Very informative and interesting. Learned a lot about the actual operation of the electric utility and what goes into insuring your light comes on when the switch is flipped.”

“The history was very interesting. The process of buying and selling of the power is amazing—how quick they have to make the decisions of when to buy and when to sell.”

## Underwriter Focus— The Atrium at Market Street Promenade

### B & E Session Facilitators:

Andrea Dodd  
Nannette Thomas  
Bernice Corey  
Suzanne Akana

### Session Sponsors & In Kind/Service:

Shasta Builders'  
Exchange Training  
Center  
  
Best Western/  
CR Gibbs

### Think Tank:

Melissa Freilich  
Mike Johnson  
Ron Penington



In a whimsical finishing touch, Colour, the decorative concrete company that renovated The Atrium, stenciled the words "Center of the Universe" beneath one of the tiny nails embedded in the floor. The nail, which is so small you practically have to get down on your hands and knees to see it, lies at almost the exact geographic center of the room - right in the middle of the compass rose. The building's owner frequently pointed to the nail and joked that it was the center of the universe, which prompted Chris Swanson, co-owner of Placerville based Colour, to ask if he wouldn't like to make that official. "What the heck," he said. So Swanson stenciled the tiny letters into the floor.

In many ways, The Atrium, situated at 1670 Market Street within Market Street Promenade, has become center of the Leadership Redding universe for many functions, which have been held there in the last two years.

Leasing Agent and Property Manager for The Atrium, Michele Goedert is a graduate of Leadership Redding, class of 2010. She and her class members began to see the prospect of using the Atrium for LR functions at the beginning of her class year. Another of our alumni, Adam Mankoski, who created ArtHop, saw it as a place to meet the media during our Arts Session last year. Cindy Buhler, Chair of the Alumni Committee, arranged for the Annual Social Event to be held there last spring. It was a fitting venue because Keli Anthis, who has worked to improve our downtown, was recognized there as the Alumnus of the Year for her efforts. Buhler also lined up the LR Alumni Fireside Chats there.

Michele Goedert of South End Enterprises, which owns the Atrium, recognized that a 1993 renovation needed a new face, so commissioned interior designer Shelley Shively to do that in 2009. Shively subsequently contacted Colour.

## Leadership Redding Alumni Update

Leadership Redding alum Michael Burke recently took the helm of the new Shasta Family Justice Center (SFJC). The SFJC provides Shasta County victims of family violence with coordinated services in one location. The 2010-11 class spent the day at the center for their Social Issues session and learned a great deal about the importance of coordinated social services. We recently interviewed Michael to learn more.

### **What is a Family Justice Center?**

A Family Justice Center is a one-stop help center for victims of domestic violence, sexual assault, child abuse or elder abuse. Although nearly all the services sought by victims are available through a variety of dedicated agencies, victims must make numerous appointments and travel to various locations to obtain those services. By housing a multi-disciplinary team of professionals under one roof, we are reducing the amount of time and places victims have to go to get the help they need. The SFJC provides both emergency and long-term services in the hopes of breaking the cycle of violence in Shasta County.

The SFJC is building on the success of existing Shasta County agencies. The agencies involved in this important project are public, private and non-profit organizations that have been successfully operating in Shasta County for many years. All of the familiar names that our community trusts when it comes to actively addressing domestic violence, child abuse, elder abuse and sexual assault are a part of the Center. The Family Justice Center does not replace these dedicated agencies, but rather co-locates, consolidates and coordinates the services that these agencies currently provide to better serve our victims.

### **How will victims of family violence benefit from the Shasta Family Justice Center?**

Since opening our doors on September 1, 2010, the center has been very well received by the community. In the first two months the center welcomed 133 adult visits and 63 youth visits. Victims of family violence are wrapped in services that will help them break their cycle of abuse. Our unique setting allows for an exchange of information and resources among agencies that are providing assistance for our guests. Victims are spared the frustrating and discouraging experience of telling their story at each location where help is sought.

### **Are children welcome at the center?**

The SFJC includes a large youth room with an adjacent interview room. Guests are encouraged to bring their children to the center. Our staff and volunteers care for and entertain the children during their stay. Our guests have indicated how pleased they are that their children did not have to hear the stories of abuse.

### **How can you contribute to the success of the Shasta Family Justice Center?**

Our first volunteer training recently took place in the center. Eleven individuals attended the training and will be working with the center. Our volunteers have been a major part of our success. Our center was built with the generosity of the community. Our furniture, computers, cleaning supplies and just about everything else was donated to the center. We have a wish list posted on our website at [www.shastafjc.org](http://www.shastafjc.org) if anyone is able to contribute.

Should you have any questions, please feel free to contact the Shasta Family Justice Center by phone at (530) 243-8868, by e-mail [ShastaFJC@gmail.com](mailto:ShastaFJC@gmail.com), on the web [www.shastafjc.org](http://www.shastafjc.org) or on Facebook at [www.facebook.com/ShastaFJC](http://www.facebook.com/ShastaFJC).

## Upcoming Activities

### Healthcare

December 2, 2010

### Government & Planning

January 6, 2011

### Public Safety & 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:

#### Spring Social

March 3, 2011

Location: TBA



## LR Elite Underwriter



### Enjoy Magazine

## Special Thanks to our Underwriters

(click to visit their website!)

- ◆ [The Atrium at Market Street](#)
- ◆ [Tapas Downtown](#)
- ◆ [Pacific West Graphics](#)
- ◆ [Shasta Regional Medical Center](#)
- ◆ [Mercy Medical Center](#)
- ◆ [City of Redding](#)
- ◆ [Redding Rancheria](#)
- ◆ [Jim & Carolyn Warnemuende](#)
- ◆ [Win-River](#)

## Thank you Leadership Redding Sponsors!

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- ◇ Cox Real Estate Consultants
- ◇ Dr. David L Dennis

### *Session Sponsors (continued)*

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- ◇ Redding Police Managers Assoc.
- ◇ City of Redding
- ◇ Shasta Builders' Exchange
- ◇ Shasta Family Justice Center
- ◇ Shasta Regional Community Foundation
- ◇ S.J. Denham, Inc.
- ◇ The Training Gallery
- ◇ Upstate Hearing
- ◇ US Bank
- ◇ James Wyatt, Attorney at Law

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 is March 31, 2011 for the upcoming 2011-2012 class year which starts in September 2011. Share your experience and encourage members of your community to get involved. If you would like to see someone else, 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).

