

*...for the  
Future of  
the Redding  
Region...*



# Leadership Redding Compass

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

March—April 2011

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

Please visit

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

## Alumnus of the Year: Mary Leas Stegall

Mayor of Redding, 2008

Leadership Redding Class  
of 1994

Leadership Redding Alum-  
nus of the Year, 2011

Mary's meaningful public  
roles were Executive Direc-  
tor of Shasta Women's Ref-  
uge, Redding City Council-  
or as well as Chair of the  
Mercy Medical Center Advi-  
sory Board, founding mem-  
ber and Chair of the Associ-  
ation of Nonprofit Profes-  
sionals Shasta Region and  
founding member and  
Chair of the Shasta County  
Health Improvement Part-  
nership.



“As a newer resident to Redding in 1994, my involvement in Leader-  
ship Redding increased my awareness of Redding's history, culture  
and service needs making it possible for me to serve our community  
in a more meaningful way.”

## Education - Session Highlights

### Facilitators:

Connie Grinols  
Suzanne Akana  
Richard Myers  
Dave Tanner, LR  
Alumnus

### Session Sponsors & In Kind/Service:

Simpson University  
Chartwell's  
Institute of  
Technology

### Think Tank:

Margaret Arthofer  
Kathi Dailey  
Cynthia Turbin

Simpson University provided the morning venue and Chartwell's provided breakfast to fuel the minds of this year's class. The session opened with a focus on "Getting Parents Involved" with the process of education beginning at birth. We discussed the importance of positive role models and a nurturing environment for children 0-5 years old. Elementary schools have begun changing the culture of eating and physical activity at schools. Kelly Ball, a parent volunteer from Bella Vista, gave a presentation of their Healthy Eating Program and "Eagle Café." Tom Armelino, the County Superintendent of Schools provided statistical information on the State vs. County while Superintendents Jim Cloney, Robert Hubbell, and Brian Winstead gave overviews of their school districts.



LR speaker panel on "Birth to 5 years—Getting Parents Involved." From left: Lindy Mangas, St. Joseph's Preschool, Jennifer Snider, School Readiness Coordinator, First 5 Shasta, and Carla Clark, Executive Director, Shasta Head Start Child Development, Inc.

session focussed on programs and support for students who are entering post-secondary education.

The highlight of the afternoon was the Think Tank activity where class members were invited to discuss the highlights and new information they learned from the day's session.

Class member comments showed they appreciated learning about "the connections between all the different levels of the education system," and it was "nice to know what it is really going to take to make a difference for the future." Another class member valued "learning about the opportunities that are available for the people of Shasta County in pursuing an occupation."

The class enjoyed the variety of offerings at Simpson University's cafeteria, which is catered by Chartwell's. The Leadership Redding class of 2010-2011 then moved to the Institute of Technology on Hilltop Drive where they were able to tour the new facility. The afternoon

session focussed on programs and support for students who are entering post-secondary education.



From left: Class members Margaret Arthofer, Todd Garr, Butch Brown, Naomi Yamomoto. Class member, Peter Crawford, and Steering Committee member, Suzanne Akana, in background.

## Attention Leadership Redding Supporters and Friends!

The Class of 2011 has organized a fundraiser to help fellow classmember, Peter Crawford, and his family. The Class of 2011 invites you to visit Chevy's on Hilltop for a meal on Wednesday, June 8th, 11 am - 10 pm. Chevy's will give 20% of its proceeds for the day to Peter Crawford's family toward their medical bills.

## Arts, Communication & Boardsmanship—Session Highlights

### Facilitators:

Lucha Ortega  
 Connie Grinols  
 Ronda Ball  
 Jason Parker  
 Adam Mankoski,  
 LR Alumnus  
 Mary Boiselle, LR  
 Alumnus

### Session Sponsors & In Kind/Service:

The Atrium, Market  
 Street Promenade  
 Cascade Theater

### Think Tank:

Rob Adams  
 Caty Cundy  
 David VanDyke

The Arts, Communication and Boardsmanship session on April 7 was packed full of presenters and a considerable amount of information, but seemed to be enjoyed by all.

The morning portion of the session was held at the Shasta College Health Science University Center in downtown Redding. The morning began with seven presenters from the media who each had a table set up. The class was broken up into groups of three and rotated every 15 minutes to a new table. This setting gave the class an opportunity to connect with the presenters on a more personal level.

The media presenters were:

Jennifer Scarborough - KRCR Chan, 7  
 Ty Bos - Outlander Creative, Inc.  
 Naomi Yamamoto - Results Radio  
 Chip Thompson - Red Bluff Daily News  
 Michelle Martin Streeby and Carole Ferguson - Record Searchlight  
 Kitty Connors - KIXE  
 James Mazzotta - Enjoy Magazine



Class member Naomi Yamamoto represents Results Radio for her fellow classmates at the morning media fair.

The next speaker, Roxanne Burke, gave a dynamic public and private sector media relations presentation. After speaking to the class about the importance of making your goods appealing to the masses, the class was once again split up into groups, given an item and directed to come up with a marketing strategy for that item.

During lunch, Kathy Anderson joined the class for the Boardsmanship presentation. Kathy retired from the Shasta Regional Community Foundation in April and the Steering Committee took this opportunity to recognize and honor her support of Leadership Redding. After hearing about what it takes to be an effective board member, class members took pen to paper, drawing the anatomy of the ideal board member.

After lunch, the class walked to the Cascade Theatre and was given a tour and a history lesson about the theatre from Jeff Darling and Jana Leard. Trish Harris, who was preparing for "The Sound of Music" opening night at the Cascade the next day, then entertained them. Jana and Trish then spoke about their passion for performing and answered questions from the class.

Once again, the class broke into groups and was treated to an "art fair" in the Cascade lobby. Groups got up close and personal with members of our arts community for 15 minutes, then moved on to a new table. Presenters were:

Mary Forbes and Larry Morgon - Riverfront Playhouse  
 Wade Riggs - WE Multimedia  
 Artist John Martin-Streeby  
 Rachel Patteson and Kathleen Weaver - Shasta County Arts Council  
 Margaret Cerro, Kathleen Evens, Barbara Walter and Mary Ann Brackett - North Valley Art League  
 Dave and Judy Bush from Shasta Community Concert Association

The session ended with a fun-filled think tank game organized by class members Rob Adams and Caty Cundy.

## Underwriter Focus

### REDDING RANCHERIA



The Redding Rancheria is a sovereign nation where pride in Tribal culture, history and identity is evident internally and in the larger community. Redding Rancheria is a leader in the constructive development of its people, the larger Indian community and the Redding region.

The strength of our community lies in the honor of our elders, the health of our families and the self-reliance of our members. Members see Tribal resources as opportunities to become

educated, contributing members and leaders of the community.

Our community nurtures its youth and prepares them for future Tribal and community leadership with skills for a changing world. Redding Rancheria leads by example in community involvement and stewardship of the land. Diverse economic investments provide a secure future for the Tribe and contribute to a vibrant local economy. Members are actively involved in the development of the Tribe and are leaders and innovators in governmental affairs and community development.

The Redding Rancheria/Win-River Casino has been an Underwriter of the LR program for many years and Tracy Edwards, Tribal CEO, is one of several members of the Redding Rancheria have graduated from the LR program. Having Tracy and several other members of the Redding Rancheria/Win-River Casino as Alumni of LR has been a mutually positive relationship for both organizations.

Tracy says, "One of the greatest honors in my life is having served as the Chairperson to the Redding Rancheria for four years. It has made me a stronger person, but more importantly, it has reinforced in me the importance of our Tribal government and the people that we serve."

We encourage LR Alumni to check out Elements Restaurant, located inside Win-River Casino. Elements offers everything from sit-down dining, a Pasta Night on Sundays, and a breakfast buffet. The restaurant recently remodeled and now boasts a new look, inside and out. Elements hopes you will stop by for breakfast, lunch or dinner. For more information, please call 243-3377.



## Sponsor Spotlights

### REDDING GRILLA BITES, a Leadership Redding Sponsor



Grilla Bites brings wholesome eating to the Redding Community. Redding's Grilla Bites establishment has been open for one year and has 20 employees. Among them is Katie Bullock working as their chef. Katie previously worked at other prestigious local restaurants, including Moonstone Bistro and Rivers.

Grilla Bites' owner, Brian Garcia, shares their business philosophy:

- When considering any proposed change or innovation, always ask: What will this bring to our community? How will this affect our common wealth?
- Always include local nature - the land, the water, the air, the native creatures - within the membership of the community.
- Always ask how local needs might be supplied from local sources, including the mutual help of neighbors.
- Always supply local needs first (and only then think of exporting their products, first to nearby cities, and then to others).

Brian loves the downtown environment and having a chance to bring a new vitality to the area.

When asked why Grilla Bites has chosen to sponsor Leadership Redding, Brian says, "Leadership Redding cares about the future of Redding and about bringing improvements to all areas of our community. He says, we have common goals; Grilla Bites is about bringing healthy food to Redding and improving people's health."



### INTERWEST INSURANCE SERVICES, INC., a Leadership Redding Sponsor

Carl A. Williams sold his first insurance policy in 1931 to himself, to protect his family at the time of his first son, James L. Williams's birth. This sale marked the beginning of an agency that continues to serve the people of Redding, California today.

Elected Mayor of Redding in 1953, Carl operated a small insurance agency along with his real estate business. In 1968, he merged his company with Clark R. Nye and Son, Inc. to form Insurance Associates of Redding. The growing business moved to a larger location at 1616 West Street in 1977, and in 1992, the agency decided to merge again with the leading independent insurance agencies in Sacramento and Chico to form InterWest Insurance Services, Inc. This move allowed the firms to combine existing resources resulting in better service and a greater number of market choices through economies of scale. Among its many awards over the years, InterWest was inducted into the New California 100 Hall of Fame in 2008 for creating jobs, giving back to their communities, and fostering economic growth in California.

Many changes. Much growth. Yet, even as it expanded from a small insurance agency with deep local roots into the largest regional brokerage north of Central California, InterWest's core philosophy has remained the same: the needs of the client always come first. InterWest's main office is now located at 310 Hemsted Drive.

Derek Parsons, Employee Benefits Consultant, and a recent Alumni of LR, was instrumental in InterWest Insurance Services' decision to sponsor LR. They were able to see the value that Derek derived from going through our program.



## **Thank you, Underwriters!**

*(click to visit websites!)*

### ***Elite Underwriters:***

◆ **[Enjoy Magazine](#)**

### ***Program Underwriters:***

◆ [Mercy Medical Center](#)

◆ [Redding Record Searchlight](#)

◆ [Pacific West Graphics](#)

◆ [Shasta Regional Medical Center](#)

◆ [City of Redding](#)

◆ [Jim & Carolyn Warnemuende](#)

◆ [Tapas Downtown](#)

◆ [The Atrium at Market Street Promenade](#)

◆ [Redding Rancheria / Win-River Casino](#)

## **Thank you, Class Benefactors!**

- ◆ Cascade Theatre
- ◆ Cathi Lathrop-Cummings
- ◆ Exchange Club of Redding
- ◆ MD Imaging
- ◆ Medical Home Care Professionals
- ◆ PremierWest Bank
- ◆ Redding Bank of Commerce
- ◆ Shasta.com Internet Services
- ◆ Shasta Community Health Center
- ◆ Sierra Pacific Industries
- ◆ Sierra Receivables Management, Inc.
- ◆ Simpson University
- ◆ Smart Business Resource Center
- ◆ Turtle Bay Park & Museum

## 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
- ◇ Grilla Bites
- ◇ InterWest Insurance Services, Inc.
- ◇ Matson & Isom
- ◇ McConnell Foundation
- ◇ McHale Sign Co. Inc
- ◇ Members First Credit Union
- ◇ National University
- ◇ Network Business Machines
- ◇ Northern California Rehab Hospital
- ◇ Northern Valley Catholic Social Services
- ◇ Oakdale Heights Assisted Living
- ◇ Piccadilly Deli
- ◇ Redding Police Managers' Association
- ◇ Shasta Builder's Exchange
- ◇ Shasta Family Justice Center
- ◇ Shasta Regional Community Foundation
- ◇ Training Gallery
- ◇ Upstate Hearing
- ◇ 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)).



Tell all your friends, neighbors, and associates about Leadership Redding. Please note that the deadline for applications for the 2011-2012 class year has closed. Interested parties are welcome to submit online applications for the 2012-2013 class anytime. 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)