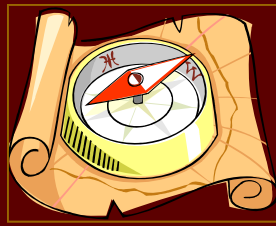


For the Future of
the Redding Region



Leadership Redding Compass

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Special Thanks to our Underwriters:

- *Mercy Medical Center*
- *Jim & Carolyn Warnemuende*
- *Win River / Redding Rancheria*
- *Pacific West Graphics*

www.leadershipredding.com

Winter 2008

Social Issues - November 2008

Session Sponsors

Jim & Carolyn Warnemuende
Shasta Family YMCA

THANK YOU!



Session Facilitators:

Dave Plowman, Cathi Lathrop-Cummings, Kimber Rickey, Staci Bertagna



From the Chair

“The Redevelopment presentation was very informative and thoroughly explained what the program is and clarified the funding sources.”

“Some of the information shared about the current Assembly bills, along with how important it is to be informed on all levels.”

I’ve been thinking quite a bit lately about community service. Leadership Redding’s mission is to promote community service among its members. We do this by exposing class members to many opportunities to give back to the community, we encourage graduates to serve on boards and commissions and volunteer for projects. And we offer volunteer opportunities through the Alumni Association.

Do you have to be a part of Leadership Redding in order to give back to the community? Certainly not. But it can be used as a launchpad. And there’s no one formula for discovering which type of services fits you best. In my time, I’ve served on boards and volunteered at my children’s school carnival. Each experience taught me something, challenged me in surprising ways and, most of all, left me with a feeling that it was time well spent. Even if it wasn’t

Roxanne W. Burke, Leadership Redding Chair



what I expected or I wasn’t given clear direction, I took something important away with me. My attitude toward volunteering is reflected in a modified version of the famous quote: “A bad day fishing is better than the best day working.” I would say: “A bad volunteer experience is more valuable than collecting a paycheck.” While it doesn’t pay the bills, the intrinsic value of my volunteer experience has helped me be a successful person. I am a product of my community service experience and I use the knowledge, skills and abilities I’ve acquired through it in the professional and personal areas of my life.

Volunteering has made me a better person. So, don’t wait any longer! Find someplace, anyplace to serve. Check out the Alumni Association page for some volunteer opportunities: <http://www.leadershipredding.com/alumniass.cfm>.

You are needed now more than ever. And, in time, you will find your passion and purpose through volunteering. All it takes is one phone call...

Yours in leadership,

Roxanne Burke, Chair

Leadership Redding

Government & Planning

Sponsors:

Carmona’s Appliance Center

Facilitators:

- Bill Jostock
- Gary Otremba
- Tammy Parker
- Dave Plowman
- Brad Williams

Government & Planning

The Government & Planning session is an opportunity for the class to interact with the local government officials, representatives of our state government, members of the Shasta County planning commission and City/County planning departments.

The class is given time to interact with the offi-

cial after the presentations have been made. This session addresses the hot topics concerning what is happening in our local area as well as how the State and Federal government affect how local economy, services, and future planning projects.

Class Comments:

Health Care — December 2008



Healthcare was the topic of the day. The day addressed all different aspects of healthcare and the class got to experience some of the challenges first hand. Phil Dionne, SRMC, Rick Barnett, Mercy Medical Center, and Chris Jones, Northern California Rehabilitation Hospital spoke to the challenges that face hospital administrators. Clinics also have their challenges and both Doreen Bradshaw of Shasta Consortium and Dr Conner of RIOH addressed those.

One of the concerns that the population of the United States as well as the rest of the world face is infectious disease and how each strain as it mutates requires additional technology and medicine to fight the different

Session Sponsors:

MD Imaging
 Mercy Medical Center
 Redding Anatomic Pathology
 Medical Homecare Professionals

Session Facilitators:

Andrea Dodd
 Cindy Buhler
 Kathey Kakiuchi
 Kurt Mitchell
 Kelly Verhoog

Sponsor Spotlight



The McConnell Foundation is a non-profit, private, independent foundation with approximately 40 employees. The Foundation awards grants to eligible organizations in Shasta, Siskiyou, Modoc, Trinity and Tehama counties; and in the countries of Nepal and Laos.

Since the Foundation began actively making grants in 1989, it has awarded more than \$125 million in the areas of Arts & Culture, Community Vitality, Recreation, Social Services, and the Environment. Current areas of emphasis are Children, Youth & Education; Sustainable/Livable Communities; Scholarships; and their long-standing Yosemite Institute program. International funding began in 1999.

When asked to comment on why The McConnell Foundation has been a long term sponsor of Leadership Redding, Vice President of Operations Shannon Phillips offered the following insights. "The McConnell Foundation believes very strongly in: broad based community participation, an informed citizenry, partnerships, quality of life, visionary thinking, and conscientious decision making. Leadership Redding promotes all of these things!!"

Five members of the current McConnell Foundation staff have gone through the Leadership Redding program and speak of it from their own up close and personal experience. From Shannon Phillips' perspective, the Leadership Redding program "improves our workforce and our knowledge base in our grant making and decision making. Leadership Redding also provides an opportunity to develop new professional and personal relationships."

The Leadership Redding steering committee offers our sincere thanks to Shannon Phillips and the entire McConnell Foundation organization for their sponsorship of the Leadership Redding program!!!

The McConnell Foundation is one of over 40 wonderful sponsors who help to support the Leadership Redding program. We are grateful to every one of our sponsors for helping to contribute to a very successful and affordable Leadership Redding program. Sponsor contributions have allowed the program to maintain the same tuition rate for participants since its inception.

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, Anne Kerns, at a-kerns@att.net. It is money well invested!!!

800 Shasta View Drive
 Redding, CA 96003-8208



Government & Planning (continued from page 2)

“The visions & challenges of local government segment offered a learning curve for me as I have always wanted to know where certain funds came from. I had the misunderstanding that several projects around town were funded from our General Fund, taking away important \$\$\$ from our RPD and Fire department. Glad that was cleared up!”



“The amount of tax revenue that Walmart brings to Anderson.”

“How much the Environmental Protection Act affects the livelihood of our area’s people.”

“Some of the information shared about the current Assembly bills, along with how important it is to be informed on all levels.”



Sponsor Spotlight -

The Smart Business Resource Center provides workforce development services in Shasta and Trinity Counties. We invest in the growth and development of business to provide opportunities for all job seekers. Company headquarters are located at 1201 Placer Street in Redding and our website is www.thesmartcenter.biz.

Over the past three decades, Smart has invested more than \$20 million dollars in local businesses, through hiring and training services. As an employment service, we strive to match our job seekers' skills to our business customers' needs. We have immediate access to a labor pool of over 1,000 candidates, with job seekers of all ages, experience and skill levels. We offer a full range of hiring services including job recruitment, application pre-screening, testing and placement. And we can help with employee training costs, a benefit to both the business and its employees.

Smart hosts the annual, "Best Companies to Work For in Shasta County" event. This event recognizes local organizations with a great working environment, ongoing training or advancement opportunities and a superior overall experience for customers. Best companies are nominated by their own employees.

Smart is governed by the Northern Rural Training and Employment Consortium (NoRTEC). In recognition of



Smart's services, NoRTEC was honored as the 2006 Grand Winner of the Theodore E. Small Workforce Partnership Award in Washington, D.C. The award represents the highest recognition of workforce investment boards around the nation that advance innovative partnerships with their business communities.

Why do you sponsor Leadership Redding? The Smart Center has sponsored Leadership Redding since its inception because we believe in the value of civic and community involvement. Leadership Redding provides a great introduction to the assets and resources of our region and an understanding of the challenges we face. The program gives graduates a solid foundation for creating positive change.

Are there members of your company that have gone through the Leadership Redding Program? How has that impacted your business? Many Smart Center employees have participated in Leadership Redding over the years. Our company has benefited from the contacts they made and the training they received. It's been an excellent investment.

Special thanks to Anna Bengtsson, the Executive Director, for the continued support for the Leadership Redding program.

Healthcare (continued from page 3)

strains. With their noses pinned and other assorted equipment, the class attempted to function. Check out the pictures—looks difficult.

To speak to the population that does not have medical insurance and is not able to pay for services, Dr William Reuss, III, D.D.S spoke about the need for dental services and the challenges that face the Good News Rescue Mission Dental Clinic and the population that it serves. Mercy Maternity Clinic was represented by Kim Hawkins and Mary St. John of Planned Parenthood also spoke about healthcare between the gaps and the challenges for the population that fall into those areas.



Both Mark Montgomery of Shasta County Mental Health and Rob Hamilton of Mercy Medical Center spoke about the state of mental health and the impact it has on the community. Finally, Sue Becker the director of Sierra Oaks took the class through an activity that looked at the aging perspective.

Meet the Class of 2009



Martha McCoy-Nagel

Career: Mercy Foundation

Family: Two teenage sons, Matthew and Nicholas

Why did you choose to participate in Leadership Redding? I wanted to learn about my community, especially in the areas outside the non-profit, social service arena. I love the idea of networking and getting to know people I might not otherwise meet (and getting out of my comfort zone!!), and then working together as a class to improve Shasta County. I feel honored to be in this program, and hope I can make a difference. The program has been amazing so far!!



Robin Rivera

Career: RE/MAX Five Star - Real Estate Consultant

Family: My daughter, Cassie who is 17 years old and my son, Chase who is 11 years old.

Why did you choose to participate in Leadership Redding? I was very interested in participating in Leadership Redding for a few different reasons, 1. To gain an inside view of what is going on around Redding 2. Learning what is planned for the future for the Redding Region, and 3. Where / how can I make a difference in my community



Robin Dummer

Career: Simpson University - Associate Vice President for Academic Affairs

Family: My wife Debbie and I have been married for 34 years and have two daughters both of whom are married. We welcomed our first grandchild (Emma) last March and really love being grandparents. We love our daughters and sons-in-law as well and are grateful that they live in the Redding area.

Why did you choose to participate in Leadership Redding? I chose (applied, actually) to participate in the Leadership Redding for a number of reasons. First, I value relationships with others and hope to broaden the scope of my relationships. My job makes it far too easy to spend all my time and energies there rather than engaging with others. Second, I want to join a greater team in the Redding area. I grew up in a time when the motto was "if you want anything done right, you have to do it yourself." Self-reliance, however, is a recipe for shutting others out and not passing on values and skills to a new generation. I hope that I continue to move further away from a self-reliance model to that of being a more effective member of a team. Third, I want to learn a great deal about what others are doing in Redding. I have come to love the geographical location of Redding in the 14 years I have been here and want to be more apprised of what others are doing. Everyone has a story that is worth telling and hearing and I'm looking forward to being a part of the lives of the friends I have made in this program. Fourth, I want to contribute of my abilities to benefit the community. Community is all about pulling together despite differing views and backgrounds. There is more than can unite us in moving ahead than that which divides us. Community means thinking larger and seeing the bigger picture as well as being able to set aside one's agenda for the larger and greater good of others. It is also about being a voice for those who have little voice, power or hope.



David Tanner

Career: The McConnell Foundation - Scholarship Program Officer

Family: Wife, Buffy Tanner; Daughter, Lily Tanner

Why did you choose to participate in Leadership Redding? To learn more about the Redding region and to gain contacts in different fields who might act as resources for the students I serve.



Tracey E. Cooper

Career: US Bank - Assist. Vice President, Business Relationship Manager

Family: I have been married 8 wonderful years to my husband, Ryan Cooper. We have two lovely daughters, Jorja and Sara Cooper, ages 6 & 3. We spend most of our free time outdoors boating, fishing, mountain biking, camping and hunting.

Why did you choose to participate in Leadership Redding? I was born and raised here, so it is very important to me to ensure the same quality of life I had growing up can be passed down to my children and their children. I joined LR to have an opportunity to see first hand, all the different divisions of leadership in Redding so I can make an educated decision on where I can develop my community involvement.



Shasta Regional COMMUNITY FOUNDATION

for good. for ever. sm



The Shasta Regional Community Foundation is looking forward to a busy spring. Between competitive grant cycles and scholarship programs, the Community Foundation anticipates awarding over \$500,000. This process is always exciting for us as we have the opportunity to experience a project from conception to completion and witness the impact it has on our community.

For information on our grant and scholarship programs open for application and to view guidelines and deadline info, visit www.shastarcf.org. Please feel free to contact us as our professional staff is always happy to meet with you to help you achieve your charitable and financial goals. At the Community Foundation, it is our business to build community through grants that work today and gifts that last forever.

Meet the Class of 2009 (continued from page 6)



Chris Glover

Family: Married w/ one son, Drew (3 years old)

Why did you choose to participate in Leadership Redding? I had heard many wonderful stories about Leadership Redding from past class members. The program has intrigued me for several years as I was able to liken it to my experience in college: learning a little bit about many different subjects, in this case health care, Redding area history, government, planning, the local arts scene, etc. I am enjoying the exposure to people that I would normally not interact with, as I understood that each class represented a variety of industries, trades, fields and so on. I am now professionally in a position that helps shape the development of recreational opportunities in Redding, and Leadership Redding will allow me to connect with more people to accomplish more goals. Hopefully I can be a resource for others as well.



Kellie Jokela

Career: Shasta College Economic & Workforce Development Division - Administrative Support

Why did you choose to participate in Leadership Redding? I have an interest in sustaining our community and believe that by educating myself about my community and gaining a better awareness of my surroundings, I will be able to provide leadership and guidance for a healthier and more productive Redding.



Rhonda Ball

Career: Enjoy Magazine/In-House Marketing
Managing Editor/Project Manager/Graphic Designer

Family: 4 children – Daughter, Lynn, age 25. Lives in Bellevue, WA and is expecting my first grandchild in January 09! Daughter, Jenna, age 24, lives in Chico. Son, Weston, age 21, lives in Santa Rosa, and son, Hayden, age 16, lives with me.

Why did you choose to participate in Leadership Redding? I thought that participating in Leadership Redding would bring me closer to my community and would give me an opportunity to learn much more about where I live. (Which it has already!) Meeting new people, getting different perspectives, and I also



Matt Moseley

Career: Golden Valley Bank - Vice President – Commercial Banking

Family: Anna Moseley (wife), Malea Elizabeth Moseley (baby on the way – due 2/22/09)

Why did you choose to participate in Leadership Redding? I recognize my need to better understand the Redding community. I have a passion to see the community developed and grow. I hope to couple this experience with my business experience in order to make me a better rounded business leader in the community.

Meet the Class of 2009 (continued from page 7)



Sadie Roy

Career: Chartwells at Simpson University - Food Service Director

Family: I have two wonderful boys, Gage age 12 and Lucas age 6.

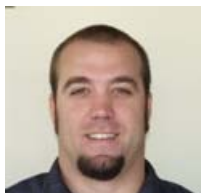
Why I wanted to be part of Leadership Redding? I wanted to learn more about the community and ways to help improve it. I also appreciate new opportunities to build new friendships.

Career: Sharrah Dunlap Sawyer, Inc. (a Local Engineering and Land Development firm) - Civil Engineer

Family: Wife – Sherri; Son – Waylon (almost 2 years); Son – Willie (3.5 months)

The rest of my family lives in the Redding area.

Why I wanted to be in Leadership Redding? I am participating in the Leadership Redding Program to gain additional knowledge of the Redding community, meet new people, make new friends, and become more involved in the community. All the former Leadership Redding members that I have spoken to have said that it was a great experience, and that they would recommend it to everyone.



Ian Stripling

Career: Children and Family Services

Senior Social Worker

Why I wanted to be in Leadership Redding? I wanted to learn more information about Redding, and how I may participate in my community activities.



Debra Anderson

Career: Mercy Medical Center - RN, Manager of the Mercy Maternity Clinic

Family: Husband, Robert (married 15 wonderful years), retired from Shasta County, Facilities Maintenance Son (from first marriage): Anthony, 22 years old, single, currently attending a tech school (Motorcycle Mechanics Institute) in Phoenix, AZ

Daughter (from first marriage): Jennifer, 26 years old (and soon to be married), unemployed teacher (agriculture science), currently working as a teacher's aide at West Valley High school, substitute teaches and works an extra job at a retail store. She lives in Anderson, CA

Step-son (the best step-son in the world – my opinion): Chad, 29 years old, single, artist, living in Susanville, CA

Why I wanted to be in Leadership Redding? To further my understanding of the Redding area, it's history and issues. To hopefully collaborate with my classmates to make our Clinic better known in the community and in return be able to serve more people. To get involved with the community in the areas that pertain to the population the Maternity Clinic serves.



Kim Hawkins

Career: Bank of Commerce / Redding—Business Development / Merchant Bankcard Rep.

Family: Married 9 years to Monnie and we have 2 beautiful daughters...McKenzye 8 and Rylee Rose 5

Why I wanted to be in Leadership Redding? To gain a better understanding of my community around me and all the many different things it has to offer! I also wanted the opportunity to meet and build relationships with other leaders in my community!



Christy Davis



Tell all your friends, neighbors, and associates about Leadership Redding. The deadline for class 2010 has closed, however applications for the 2011 class is March 31, 2010. 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 Staci Bertagna, Recruitment Chair at sbertagna@sformca.org. Applications can also be downloaded off the website at www.leadershipredding.com.