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Underwriters
Fidelity National Title Company
Mercy Medical Center
The McConnell Foundation
Shasta Regional Medical Center
Jim & Carolyn Warnemuende
Win River/Redding Rancheria
Pacific West Graphics

September Session

History and Culture

Session Facilitators:

Steve Moravec
Raimund Schulze
Jodi Purcell-Krueger
Lou Gerard

The day started with a presentation by Lou Gerard on the General History of the Redding Region. The presentation took the class from the 1800s through modern day.

Then *Rex Moravec* shared his recollections of growing up in the area, moving to the area in 1934. The highlights included his impressions of the area, the river, and the development of Shasta Dam.

The class moved to the Old Shasta Courthouse for a presentation on the history of Old Shasta and the surrounding area, followed by a self-guided tour of the courthouse and museum. They also were able to see the General Store and listened to a brief presentation on the content and the clothing and supplies of the time period.

For lunch, the group headed to the Redding Rancheria. This

preceded the second half of the day, which was to focus the cultural aspects of our community. The speakers were asked to focus on the following questions:

- What are some unique aspects of your culture?
- How can those cultural differences improve the Redding Region?
- What obstacles to assimilation have you seen or

Alumni Spotlight – Dr. Keith H. Brookshaw

Dr. Keith H. Brookshaw is a Leadership Redding graduate from the class of 1995. He currently serves as the Dean of Students at Shasta College. His wife is a TRIO Counselor at Shasta College and is in her final stages of finishing her doctoral degree in Education from UC Davis. Keith's oldest daughter, Elisia has graduated from Sonoma State University in Kinesiology and is working for a physical therapy clinic. His second oldest son, David, enjoys his job at Loren Robinson Center, and his youngest

daughter Janai, is a junior at UC Davis.

Keith has dedicated the last twenty years working at Shasta College focusing on administering various student services program and special projects.

During the past couple of years, he has invested in building the International Students Program at Shasta. According to Keith, "International students bring in a whole new and different perspective to how they see us and how we see them. Our community has been very receptive to international students and I

have received a lot of support and participation from within the community who are excited in wanting to give students and community members an opportunity to share between cultures and to learn new cultural perspectives."

Participating in the Leadership Redding Program has given Keith the real appreciation of how active and involved the program is with

Program Underwriter Spot – Redding Rancheria

The Redding Rancheria is one of seven underwriter level sponsors for the Leadership Redding program. The Rancheria is located just a few miles off of Interstate 5 and directly off Highway 273. The Redding Rancheria is a federally recognized Tribe whose members are of the Pit River, Wintu and Yana decent and operates Tribal administration offices, Win-River Casino, Redding Rancheria Indian Health, Redding Rancheria Headstart, Win-River Mini-Mart, and the Hilton Garden Inn.

According to Public Relations Director (and Leadership Redding graduate), Maria Orozco, “the Redding Rancheria believes in helping educate the community about its culture and about its role and position as a sovereign government.” Giving back to the community is an important aspect of the Redding Rancheria’s organizational culture as their members regularly volunteer their monies and their time in support of the greater Redding community, and even offer their blood through community

blood drives. The Redding Rancheria leadership team consistently encourages their staff and membership to get involved in the community in any way they can.

One of their significant and special programs is a youth leadership program that teaches Redding Rancheria young people about their tribal government and even encourages and inspires them to be volunteers in the community. As Orozco puts it, “it is important for the Redding Rancheria to preserve and celebrate its tribal culture and traditions. The Redding Rancheria continues to provide invaluable services to tribal members, local Native American people and the community at large.”

Quite a few members of the Redding Rancheria have been graduates of the Leadership Redding program, dating back as far as 1995. “To date we have had 5 Graduates and we have two who are currently participating in the program” says Orozco. “Leadership Redding has helped us to establish partnerships in the community. It is

wonderful to hear Leadership Redding session speakers from all walks of life express their gratitude about living in such a great community. Each speaker is an expert in their field and is able to communicate what they do and how they can help in the future to make the Redding region even better. Leadership Redding has given many of our alumni the opportunity to speak and network with their classes as well as connect with other program participants.”

Though she is the Public Relations Director for the Redding Rancheria, Maria Orozco offers a great promotion for the Leadership Redding program when she says “Leadership Redding is a great program and I encourage all companies around this wonderful community to send each and every one of their staff to participate! There are so many facts, histories, cultures, and people to get to know.” Well said Maria!!!

The entire Leadership Redding steering committee offers our sincere thanks to Gary

Continued on page 3

Publication Committee – We want to thank all that contributed to this edition.

Look for the next edition in January.

If you have an article, please submit by no later than December 28, 2007 to make the January Publication.

Sponsor Spotlight

The Shasta Family YMCA is an integral part of the Redding region's community working to build strong kids, strong families, and strong communities through a variety of programs, special events, and collaborations with local, state, national, and international entities. YMCA Director of Development (and Leadership Redding graduate), Staci Bertagna describes her organization this way, "the YMCA is not just a place focused on physical fitness; we focus on the overall health and well being of those in our community through the implementation of programs that build on the mind, spirit, and body."

Employing nearly 150 staff members to carry out its mission and objectives, the YMCA provides licensed after-school childcare programs at 5 sites in Shasta County, certified swim lessons, a mentoring program for youth, a book cuddling program for children aged 0-5, summer camps, sports camps, and a variety of special activities that involve a range of ages. And you thought they only had treadmills!!!

Bertagna does a nice job of summarizing why the



Shasta Family YMCA is associated with Leadership Redding and why they continue to be a program sponsor. "As part of the YMCA's effort in building strong communities we recognize the importance of building strong leaders. In order to fully understand how to lead our community we understand the importance of educating our community members on all facets of what makes up our greater Redding Region. We believe that Leadership Redding does an excellent job in providing an educational opportunity for community members to learn about all aspects of our community and to take that knowledge to a higher level by ultimately giving back to the community in some form."

Program Underwriter Spotlight (continued)

Hayward, Tracy Edwards, Maria Orozco and the entire Redding Rancheria organization for their continued sponsorship of the Leadership Redding program at the underwriter level!!!

The Redding Rancheria is one of over 40 amazing sponsors who help to support the Leadership Redding program and one of only seven sponsors at the underwriter level (the highest level of sponsorship). We are grateful to every one of our sponsors for helping to contribute to a very successful and affordable Leadership Redding program. We are

especially grateful to our underwriter sponsors such as the Redding Rancheria. 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, Cathy Wyatt, at cewyatt@sbcglobal.net. It is money well invested!!!



Sponsor Spotlight (continued)

The leaders at the Shasta Family YMCA are no strangers to the Leadership Redding program as both James Finck, CEO, and Staci Bertagna, Director of Development are program graduates. The YMCA hopes to refer more staff members to the program in the future. Additionally, the YMCA has several graduates of the Leadership Redding program on its board and utilizes the list of LR graduates as a potential source for new board members.

If you have ever thought about checking out a membership at the YMCA or about becoming a volunteer in their service to the community, why not take the time to do it now? The YMCA encourages anyone to stop in for a tour of their facilities and equipment or to learn more about the variety of programs that they offer. Volunteers are always needed and welcome.

The entire Leadership Redding steering committee offers our sincere thanks to James Finck, Staci Bertagna and Shasta Family YMCA for their continued sponsorship of the Leadership Redding program!!!

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Shasta Family YMCA

"We build strong kids, strong families, strong communities"
www.sfymca.org

1155 N. Court Street
Redding, CA 96001
Phone: 530-246-9622
Fax: 530-246-9645

Alumni Spotlight (cont.)

in our community. "The program provided me the exposure to all the different agencies and programs that make up the fabric of our city. It provided me with a wealth of knowledge, information, tools and relationships that is valuable both towards my personal life and in my professional career," says Keith. Because of his time in Leadership Redding, Keith has received valuable advice and information over the years from the colleagues he met because of Leadership Redding.



Shasta College

November Session – Social Issues

On November 1, 2007, the class members congregated in the Safeway parking lot on Cypress and Pine St. and then carpooled to the YMCA. When the class arrived at the YMCA, they were informed of who the facilitators were for the day as well as whom the sponsors were. The class received instructions on the activities of the day. The class was broken up into 6 groups with 5 class members per group. Each group was given a scenario as well as a worksheet for the day, contact information for the lead facilitator, and an allocated amount of money for the day. The class quickly sat down in their groups and started planning their day using the worksheets. All class members turned over all personal items were handed over to the lead facilitator for safekeeping. Each individual in the group retained their individual driver's licenses for id if needed as well as one cell phone per group. All groups departed by 9 a.m. from the YMCA.

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September Session (cont)

experienced?

- How would the Redding Region benefit by more cultural diversity?
- What are the barriers to more cultural diversity in our region and what can we do about them?

The first presentation on culture was a newly produced video production documenting the history and culture of the Redding Rancheria and the Indians from the surrounding area.

Following that was Rhonda Nachanicky, who spoke as an African American nurse and the cultural differences between Redding and her hometown in Arkansas.



Third on the agenda was Amelia Ward with a Hispanic dance and a Power Point presentation on the Hispanic culture and her experiences as a young girl new to an American school.

Finally, Bounpon Kongkeoviman discussed his Southeast Asian heritage and the incorrect stereotypes of Asians.

The day ended with a discussion of things the class could do to develop unity among the different cultures living in the Redding Region.

October Session – Business & the Economy

Session Facilitators

Brad Williams
 Andrea Dodd
 Bill Jostock
 Buck Lang
 Dave Plowman

On October 4, 2007, the class met at the Shasta Builders' Exchange Training Center for the Business and Economic session.

Throughout the day, the class members received assignments and they broke out into small groups to work on identifying factors, opportunities, and challenges relating to local economic development. After each group session, there were speakers that spoke about the subject that the class discussed in small group.

Following Activity 1, Jocie Boyer of the Employment Development Department provided the class with statistical evidence of the state of the jobs in Shasta County. The Economic Development Panel followed her presentation.

The panel consisted of Larry Morgon, Redevelopment Manager of the City of Redding and Jim Zauher, Economic Development Director of the City of Redding. Larry presented the class many of the redevelopment projects that are in the works in the City of Redding. Jim discussed aspects of the Economic Development Corporation, Enterprise Zones, and the Stillwater Business Park.

Gary Hayward, General Manager of Redding Rancheria's Win-River Casino followed with a brief presentation of the history of the Rancheria. Gary also presented details concerning the planned expansion of the casino, as well as the increased capacity for meetings, banquets, and entertainment. Following Gary was Bob Warren, General Manager of the Shasta Cascade Wonderland Association to discuss Tourism as an Economic Driver. Bob presented the class the economic effects that tourism has to the area and the importance of promoting tourism.

The class broke into small groups and using the information based on the presentations at this point in the day, and prepared presentations to strategize ways to overcome current obstacles of their proposed project and identify unique and different ways to attract business to the Redding Region.

After lunch, Kent Dagg, CEO of the Shasta Builders' Exchange and Phil Quintana, Manager of the Training Center, treated the class to a presentation of Workforce Training. The presentation included a description of Construction Boot Camp, Craft Training, and the new Agree Park. A brief tour of the Training Center followed.

Once again, the class broke up into groups to strategize about starting a new business venture. They identified agencies/offices that will assist them in their ventures, resources that are available to them, and the

Continued on page 7



October Session – Business & the Economy (continued)

challenges/requirements they would be facing in starting their business.

The next session was really a follow up to Activity 3 in that a panel for Small Business Resources presented to the class. The panel consisted of Anna Bengtsson, Executive Director of the SMART Business Resource Center; Lorrie Berry-Truedau, community Education Coordinator of Shasta College; and,

Victor Hnyp, President of California Décor Store. Coincidentally, Victor's presentation was ideal for the panel, as he had relayed that he actually used many of the resources available as presented by the other speakers.

The next presentation of the day was the Business Panel that discussed each of their respective industries. Each of the panel members had unique experiences with

their businesses to share with the class. The panel consisted of Dan Morrow, CEO/President of Op-Test; Brad Garbutt of Real Estate Professionals GMAC; Naomi Tirado, Sales & Marketing Director of Site Manufacturing (manufacturer of paint gun barrels); and, Daniel B. Lensink, MD.

The final topic of the day was to present a non-profit business start-up. Annette Spanutius, Volunteer

Coordinate of Caring Choices Volunteer Center of Northern California introduced the class to the organization. The organization is new to the North State and attempting to grow. As part of the presentation, the class formed into groups and developed some ideas that might help Annette grow the organization

November – Social Issues (Continued)



All groups returned to the YMCA by 3 p.m. In the following two hours, the groups debriefed and discussed the day's events. The group also had to decide what they wished to do with the leftover money as a group elective. The groups identified the agencies listed around the room that they visited throughout the day. Each group presented their scenario and discussed their experience during the day. The class presented a wealth of information on the agencies that they visited. The facilitators took notes and the information shared onto the entire class. This opportunity for presentation and discussion allowed the entire class to participate in discussion.

The class had \$738.34 left over to donate to an agency(s). The class decided that each class member would contribute \$25 as well. This would allow the class to donate a significant gift to two different agencies. The class has a deadline of two weeks to determine whom those gifts would go.

Session Facilitators

*Staci Bertagna
Roxanne Burke
Kathy Kakiuchi
David Plowman
Eddie McAllister*



Teri LaHorgue

Business/Organization Name: Smart Business Resource Center

Title/Position: Business Manager

Family: I have been married to my husband, Chuck, for 20 years. We have two handsome boys: Devin (19) and Brett (15). We spend a lot of time at sporting events that the kids or my husband are involved in including: auto racing, soccer, basketball, and track. We also enjoy hanging out on the lake and wakeboarding together.

Why did you choose to participate in Leadership Redding?

As my kids are growing up, I have more time to pursue things and wanted to get more involved in my community. Leadership Redding is a great program that will help me learn more about the community and ways in which I can become involved.

Business Organization/Name: Turtle Bay Exploration Park

Title/Position: Public Relations Manager

Family: I am one of two children from Irish and Italian parents, which means lots of extended family, many good eats, and a love of crying over a sad song and a pint of Guinness or merlot, depending on the occasion.

Why did you choose to participate in Leadership Redding?

I was encouraged by other people who had gone through the program and found that it gave them a good touchstone in the community, as well as a great bonding experience with other members.



Angela Torretta

Business/Organization Name: Columbia School District

Title/Position: Superintendent

Family: Wife, Lynne Adelman, Speech Therapist for Redding School District
 Daughter, Amanda, Physical Therapist – married and class of 1998 Leadership Redding,
 Daughter, Whitney, Senior of University of Oregon and son, Joe, Home/Health Care Provider

Why did you choose to participate in Leadership Redding?

I wanted to learn more about my community, so as an educator and citizen I could better coordinate with other community agencies and get personally involved to make Redding a safe and wonderful place to live.



Frank Adelman

Business/Organization Name: Matson and Isom

Title/Position: CPA/Manager

Family: I am the seventh of nine children from parents who migrated to Southern California during the Dust Bowl. I met my husband, James, during college at Cal Poly, an act that has turned into a family tradition starting with his grandparents. We celebrated our four-year anniversary this past summer. We have two black Labradors, Chloe and Ciel, and have decided to try our hand at parenting an 11 year-old son, Kristian.

Why did you choose to participate in Leadership Redding?

To gain the education and tools necessary to become a community leader through the guidance of Leadership Redding.



Laura Redwine

Business/Organization Name: Shasta County Children and Family Services

Title/Position: Training Coordinator

Family: My family consists of Scott, my husband of 22 years; Adrian and William, my sons who are 19 and 12 respectively; and Erika, my daughter who is 10. My husband keeps things running at our house and 5 acres in Palo Cedro. He is a semi-retired Park Ranger. Adrian attends Deanza College in San Jose where he is studying filmmaking. He is an aspiring director. William is a dreamer who has very important undiscovered talents and Erika is a hardworking student and cheerleader and an aspiring actress/model.

Why did you choose to participate in Leadership Redding?

I chose to participate in Leadership Redding because it is an opportunity to network with other members of our community. It takes people with a variety of skills, resources, and strengths coming together that can make the biggest difference and accomplish the most. I want to learn as much as I can about Redding and Shasta County and discover if I have a leadership role that I need to rise up to.



Jantina Thompson

Look for more Class of 2008 in the upcoming issues!