



Individual Highlights

- Retreat 1
- Sponsor Spotlight 1
- From the Chair 2
- Clock Project 3
- SCRF Update 4

Class of 2008

Retreat Weekend Highlights

Things ran smoothly the first day of the 2007 Leadership Redding Weekend Workshop. Class members arrived in good spirits with much anticipation as to what the activities of the weekend may entail. Upon arrival, each class member was welcomed to the resort, turned in their assignment, and was assigned to their cabin. The evening was filled with activities to get the minds thinking and the group connected.

Saturday was a jammed packed day filled with tasks that challenged the class members to



Session Facilitators:

Staci Bertagna
Steve Moravec
Jim Warnemunde
Mary Boisselle (Sunday)

Consultants

Mike Selby
Mark Fisher

think outside the box, to utilize their resources, and to support one another. Class members quickly got to know one another

Continued on page 4

Sponsor Spotlight – Heritage Woodworking

"Custom Cabinets You Can Afford"

www.heritage-woodworking.com

4633 Mountain View Blvd
Redding, CA 96003
Phone: 530-243-7215

residents for homes in the North State. In most cases our custom cabinets are less expensive than those from the big box stores."

Heritage Woodworking is celebrating its 30th anniversary in business in Shasta County, having been established in 1977. The business is a manufacturer of affordable custom cabinets for both new construction and remodels. Many of the company's 15 employees have spent

their entire adult lives working for Heritage Woodworking while raising their families in our community.

Heritage Woodworking president (and recent Leadership Redding graduate), Jim Boisselle sums up his business this way. "Our cabinets are built by Shasta County

Living and working in our community fosters a spirit of caring for our local environment; "For the past 9 years we have used environmentally friendly finishes on our products. This provides a safer workplace for our employees, a
Continued on page 2

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*

Message from the Chair



Leadership Redding's 21st year is off and running. Many of you have probably already heard me say that it is both my pleasure and my honor to be serving as Chair of the Steering committee this year. How could I not be pleased by the prospect, knowing that Leadership Redding is providing an incredible experience by giving another class the opportunity to become more connected to the people, places, and experiences that are Redding?

It is my honor to be chair of the Steering Committee because Leadership Redding's great strength is its Steering Committee. We are starting off the year with a full compliment of active members who are fully committed to our mission. And it is an almost perfect combination: those who have been on the Steering Committee for a while, helping us avoid past mistakes; those who have a few years worth of experience, who know the routines and the pitfalls; and those who have just joined us, with their fresh ideas and new enthusiasm.

Never satisfied to say last year was good enough, we are constantly looking for ways to improve the experience for each year's class. If last year was great, this year needs to be incredible. With that in mind, we made some changes for the coming year. Government and Boardmanship is now Government & Planning, recognizing the growing role of planning for the future of our community. Boardmanship has not gone away, just moved in with Art and Communication. We decided that the business of tourism was a better match with Business and Economy than with Recreation and Natural Resources. Social Issues has an exciting new format that should provide plenty of food for thought for this year's class. Whatever may be changing, much remains the same – not because we are complacent, but because we looked at what we are doing and decided it was right.

I am also looking forward to the first tentative steps of the Leadership Redding Alumni Association. The class of 2005-2006 took on the creation of an Alumni Association as their class project. After a year spent wrestling with such topics as the mission of the Alumni Association, how it should be organized, and defining the relationship with Leadership Redding, the Leadership Redding Alumni Association came into existence. I know we will be hearing much from them this year, and for many years to come.

Looking at the year ahead, I am convinced it will be my favorite year ever. But then, I said that last year, too!

Sponsor Spotlight (cont.)

superior product for our customers and one-tenth the emissions into the air."

Jim got an up-close look at Leadership Redding as a member of the class that graduated in May of this year. He says that personally got a great deal out of the program and looks at sponsorship by Heritage Woodworking as one element of the company's community involvement which they see as an essential part of their organizational culture. When reflecting on his time with Leadership Redding, it is clear to see that Boisselle is a true fan; "I would encourage anyone interested in getting involved with the community to embrace the Leadership Redding program and put in as much effort as you can because you will get that and more back and have fun and meet some great people in the process." Jim lives out his

organizational commitment to community service, serving on the Shasta Builders Exchange Community Fund Board, the ROP Advisory Board, and STC3 (formerly School to Career).

The entire Leadership Redding steering committee offers our sincere thanks to Jim Boisselle and Heritage Woodworking for their continued sponsorship of the Leadership Redding program!!! Heritage Woodworking is one of over 40 remarkable sponsors who help to support the Leadership Redding program. We are grateful to every one of our sponsors for helping to make this program possible and have allowed the tuition rate to stay the same since the inception of the program.

Interested in becoming a sponsor – contact Cathy Wyatt at cewyatt@sbcglobal.net

Leadership Redding Publication Committee is looking for Alumni, Steering Committee or current class members that have news to share. Please submit your articles to Mary Boisselle at mboise@charter.net. The Publication Committee wants to thank all contributors for making this a great newsletter.

Class of 2004 – Class Project Completed

The Leadership Redding Class of 2004 dedicated the Judge Richard B. Eaton Memorial Clock on Thursday, August 16, 2007 at 5:30 pm. The Class of 2004 saw a need for a pedestrian clock in the downtown area and upon learning that clock plans had been drawn up but never acted on; the class approached the City of Redding and gained their support for the project. A committee was formed and over \$13,000 was raised in cash and in-kind contributions.

Architect James Theimer donated the design of the clock (which is specific to the downtown plan) and B&J Welding and Machine of Anderson constructed the clock stand (which looks like a smaller version of the misters in Library Park), the clock face was designed and built by Pat Cory of McHale Signs. The City of Redding assisted with the infrastructure and the clock was erected by McHale Signs.

The town clock was installed on the sidewalk that parallels Yuba Street, in front of the Veterans Memorial Hall near Library Park. This is another step in the revitalization of downtown, providing a point of interest and landmark. The clock is perfect for the pedestrian culture of downtown, as business owners, employees, customers, transit users, and MarketFest goers will see it.

This clock could not have been made possible without the support of all of our donors and the Class of 2004 appreciate all who contributed.

\$2,500 Donors:
Redding Rancheria Community Fund

\$1,000 Donors:
Mercy Medical Center Redding, Fidelity National Title Company, U.S. Bank

\$500 Donors:
Downtown Redding Business Assoc., North Valley Bank, Simpson University, Redding Bank of Commerce

All other financial and in-kind donations include: Bell Hardware, Barbara G. Collier, Tamera Trindade, Cathleen Braun, Mr. and Mrs. Edmund Duggan, Chief and Mrs. Leonard Moty, Frank Strazzarino, Jr., Redding Police Managers' Association, Joseph Bertagna, McHale Signs, Trilogy Architecture, City of Redding, Leadership Redding Steering Committee, B and J Welding and Larry Morgon.

Thanks to all – Class of 2004



The Judge B. Eaton Memorial Clock



Weekend Retreat (continued)

as tasks required collaboration and the need to work rather closely with other team members. Sunday's activities continued to support the class members in thinking outside the box and working closely together to complete tasks. The class members took time discussing what their hopes were for the future of the Greater Redding Region and why they felt this way.

Overall, this year's Weekend Workshop brought 31 class members closer together and started off what hopes to be a great year for the 2007-2008 Leadership Redding class.



Shasta Regional Community Foundation Update

As the summer is over and fall is in full swing the Shasta Regional Community Foundation has entered a busy season with five grant cycles underway and preparations for the end of year giving season. The Community Foundation is also working on an exciting project to help preserve a part of the Redding area community's history.

In June, the Community Foundation partnered with several organizations in the local area to form the Historic Highway 99 Committee. The goal of this committee is to raise approximately \$15,000 to pay for the installation of thirty Historic Highway 99 markers along old route 99 in Redding and Anderson. Many communities in the North State, including Red Bluff, Dunsmuir and Mt. Shasta, have these markers commemorating Route 99 which had a tremendous influence on the history of our area. The Historic Highway 99 project will have a sign unveiling during Big Bike Weekend on the evening of Friday, October 12. If you are interested in knowing more about this project or about making a donation to support it, please contact the Community Foundation at (530)244-1219 or info@shastarcf.org.

To conclude, the Community Foundation would like to congratulate Leadership Redding on the start of another class. We look forward to seeing the 21st Leadership Redding class graduate in May of next year. Good luck!



Shasta Regional Community Foundation