

Leadership

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The benefits and necessity of change

By Pam Farris

Executive Director, Leadership West Virginia



The down beat economic news swirls around us these days – companies struggling, jobs being lost and the stock market going down.

And yet...

The current Leadership West Virginia class gathered recently in Morgantown for the annual West Virginia Leadership Conference and was reminded of the benefits and the necessity of change.

When you are not being challenged, they were told, it's time for a change. And we're certainly being challenged, which means Leadership West Virginia is more important now than ever.

The cultivation of new leadership is not optional if our state is to have an economically healthy future, which is why Leadership West Virginia continues to need the support of its sponsors and partners.

We have to provide the best, most timely training in our history. True leadership — and manifesting positive change — is exactly what Leadership West Virginia is all about.

It might be helpful to remember our objectives:

- To bring together emerging leaders who represent a broad spectrum of professional, personal and geographic diversity.
- To give these individuals a knowledge of significant state issues on a level and to a degree that they would not otherwise have had.
- To heighten their awareness and sensitivity through fresh insight and broadened perspectives.
- To develop a core of knowledgeable, dedicated and motivated individuals who will undertake a variety of leadership responsibilities.

- To build a statewide network of alumni and establish linkages that will contribute to improved communications and a greater understanding of and involvement in critical issues.
- To stress their responsibility to actively participate in finding solutions that will enhance West Virginia's future growth and prosperity.

That last point is especially important today. Ed DeCosta, principal of Catalyst Associates in Morgantown, an adjunct professor at West Virginia University's School of Business and Economics and a member of the 2008 Leadership West Virginia Class warned the group at the Leadership Conference not to let fear, uncertainty and doubt get the best of them.

One of the ways to combat that is to touch base frequently with counselors and mentors.

Building connections – and counselors and mentors – is one of the key components of what Leadership West Virginia does. Graduate after graduate compliments the contacts and connections made during their eight-month course.

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And this year has been an especially important year in the program's growth as it is the first time we have offered scholarships specifically to educational professionals K-12 and city/county government professionals. The expansion of scholarship money invites diversity of the group and helps those that may not be able to attend.

West Virginia is certainly facing change, but with a growing and expanding cadre of Leadership West Virginia-trained individuals ready to help, it's clear that this cloud does have a silver lining. ■

Leadership

By Christian Simpson | Founder, Evolve Business Systems



OK, so it's a challenging economy right now, but that doesn't mean it has to have a negative impact on your organization.

The most important element of success is not what happens outside of the business, it's what happens inside. Many businesses simply react to the world around them, with disastrous consequences. The companies that win in the end are those who have strong leaders among all of its ranks.

There's more to being a leader than having an office, an assistant and a title.

Management of process and spreadsheets rule the day. It might have been effective 20 years ago; it's going to cost dearly now. The industrial age is confined to the history

books, the information age is now emerging into the creative economy; and that demands a very different kind of leadership.

Success in the new economy demands a new kind of leader, one with the understanding and skills to turn potential into performance and not just focusing exclusively on profit and loss. Success in the emerging economy is reliant upon leaders who are able to inspire creativity in themselves and their employees to devise winning strategies to help turn their companies around.

In the business world, there is a huge difference between leadership and management, and this line has to be clearly established in order for companies to advance in their industries in times of crisis. The best organizations are where their managers see themselves as leaders. In this book, "On Becoming a Leader," Warren Bennis outlines the qualities of a leader mindset versus a manager mindset.

Once companies begin to place more emphasis on personal development, and focus on creative management, as opposed to creative accounting, their leadership teams will be better poised to meet the expectations of board members and shareholders, and solidify their company's position in their respective industries.

About Christian Simpson

Christian Simpson is an internationally known expert on organizational leadership, with two decades of experience in some of the world's largest corporations. He is featured in the upcoming film "Beyond the Secret", and is also a master leadership coach. He is based in Worcestershire, England. ■

From "On Becoming a Leader" by Warren Bennis

Leaders vs. Managers

- The manager **administers**; the leader **innovates**.
- The manager is a copy; the leader is an original.
- The manager maintains; the leader develops.
- The manager focuses on systems and structure; the leader focuses on people.
- The manager relies on control; the leader inspires trust.
- The manager accepts reality; the leader investigates it.
- The manager has a short-range view; the leader has a long-range perspective.
- The manager asks how and when; the leader asks what and why.
- The manager has his or her eye always on the bottom line; the leader has his or her eye on the horizon.
- The manager imitates; the leader originates.
- The manager accepts the status quo; the leader challenges it.
- The manager is the classic good soldier; the leader is his or her own person.
- The manager does things right; the leader does the right thing.

Reminder for Nominations for 2010 Class

Next! It's time to begin thinking about the next class for Leadership West Virginia. You can nominate someone or apply yourself. Participation is determined by a competitive application process as there are always more applicants than the number of available openings. Selection is made by a committee of the board of directors. The committee is particularly interested in the extent to which the applicant has been involved in his/her community and in the applicant's interest in continuing and/or expanding involvement at home and on a broader scale. Leadership West Virginia also seeks to have class diversity among all ethnic groups, ages, genders, professions, backgrounds and geographic areas of the state. **For more details, and forms, visit http://www.leadershipwv.org/become_a_leader.asp. Online applications are accepted through Dec. 31, 2009.**

Remaining 2009 Schedule



Fayetteville:

June 18-19,
Chesapeake
Energy Tourism
Session



Wheeling:

July 16-17,
StepToe & Johnson
Justice System
Forum



Huntington:

Sept. 17-18,
West Virginia
Hospital
Association Health
Care Session

2009 Program Schedule



White Sulphur Springs:

Oct. 22-23,
Education and the
Arts



Charleston:

Nov. 18-19,
Jackson Kelly
Government/
Commencement
Session



Pat Kurtenbach sits in the C-5 pilot's seat while touring the 167th Airlift Wing, Martinsburg.



Members of the 2009 Class on tour of Quad Graphics in Martinsburg.



Panelists prepare to discuss "Industry Challenges"



The 2009 Class of Leadership West Virginia

The 19th class of Leadership West Virginia is well into its work, meeting in Martinsburg for the Chesapeake Manufacturing and Energy Session, in Morgantown for the WV Roundtable Leadership Conference and in Parkersburg for the AEP/Appalachian Power Economic Development Session. The 52 members of the class, selected from a list of nominations that were submitted in late 2008, are:

- **Maribeth Anderson**, Chesapeake Energy Corp. (Charleston)
- **Ronald Bane**, City of Morgantown (Morgantown)
- **Emily Bennington**, Dixon Hughes PLLC (Charleston)
- **Michael Biafore**, Biafore Landscape Development (Morgantown)
- **John Canfield**, Dinsmore & Shohl LLP (Charleston)
- **Anita Casey**, The West Virginia State Bar (Charleston)
- **Geoffrey Christian**, Commercial Insurance Services (Charleston)
- **Stephen Christian**, Berkeley County Development Authority (Martinsburg)
- **Elizabeth Cimino**, Jackson Kelly PLLC (Charleston)
- **Patrick Clark**, Bowles Rice McDavid Graff & Love, LLP (Charleston)
- **Tricia Clark**, Suttle & Stalnaker, PLLC CPAs (Charleston)
- **Dwight Coburn**, Southwestern Community Action Council, Inc. (Huntington)
- **Julie Cryser**, West Virginia University (Morgantown)
- **Michael Cvechko**, Allegheny Insurance Services (Elkins)
- **Ernest Dennison**, Nicholas County Commission (Summersville)
- **Robert Dunkerley**, Helianthus LLC (Elkins)
- **Michael Forinash**, Dominion Transmission (Clarksburg)
- **Christena Franco**, CAMC University (Charleston)
- **Dusty Gwinn**, West Virginia University Research Corporation (Morgantown)
- **Emily Haas**, Communities in Schools of Greenbrier County (Lewisburg)
- **Roger Hanshaw**, West Virginia University Extension Service (Morgantown)
- **Frank Hartman**, Lewis Glasser Casey & Rollins PLLC (Charleston)
- **Brandon Holmes**, WELD, LLC/Lights On! WV, LLC (Oak Hill)
- **Maria Hughes**, Kay Casto & Chaney PLLC (Charleston)
- **Corey Isner**, Triana Management Services, (Charleston)
- **David Jarrett**, American Red Cross (Charleston)
- **Cheryl Jones**, WVU Children's Hospital (Morgantown)
- **Ruth Joseck**, Huntington National Bank (Charleston)
- **Jason Koegler**, West Liberty State College (West Liberty)
- **Pat Kurtenbach**, Huntington Area Development Council (HADCO) (Huntington)
- **Michael Linkous**, West Virginia American Water Co. (Charleston)
- **Jennifer Maghan**, Jefferson County (Charles Town)
- **Andy Malinoski**, West Virginia Mutual Insurance Co. (Charleston)
- **Michael Massinople**, Mabscott Supply Company (Nitro)
- **Gary McIntyre**, Mountain State Blue Cross Blue Shield (Parkersburg)
- **Gaylene Miller**, AARP West Virginia (Charleston)
- **Chris Miltenberger**, ATK Tactical Propulsion and Controls (Rocket Center)
- **David Molgaard**, City of Charleston (Charleston)
- **Nora Morris**, Five15 Creative (Elkins)
- **Robert Morris, Jr.**, Elkins Business Consultants, Inc. (Elkins)
- **Karen Oldham**, Mason County Schools (Hurricane)
- **Tony Paterno**, Wells Fargo Insurance Services (Charleston)
- **Andrew Pauley**, Offices of the Insurance Commissioner/WV (Charleston)
- **Barbara Phillips**, City National Bank (Lewisburg)
- **Aaron Plaugher**, MeadWestvaco (Rupert)
- **Larry Rector**, Steptoe & Johnson PLLC (Clarksburg)
- **Dave Shaw**, Freedom Bank (Belington)
- **Jane Siers**, WV Public Broadcasting (Charleston)
- **Kathryn Stanley**, Mountain State University (Beckley)
- **Stacey Waller**, Clayman & Associates PLLC (Charleston)
- **Julie Whiteman**, West Virginia University (Morgantown)
- **Mary Ann Young**, New Martinsville School, Wetzel County Board of Education (New Martinsville)

Alumni News

Class of 1992

David Kurtz, adjunct faculty member at West Virginia University-Parkersburg, was featured in a recent issue of the WVU Alumni magazine. David, a part-time constitutional law teacher, has included the university in his will.

Class of 2000

On November 17, 1995, the graduating class of Leadership West Virginia honored **Paul J. Mayer** by establishing the Paul J. Mayer Leadership West Virginia Scholarship Fund. Paul and his wife, Lynne, along with many LWV participants, made additional contributions to the fund which became an endowment in 1998, providing scholarship help in perpetuity to students attending Paul's alma mater, Marshall University. Cody Collins recently became the 13th recipient of the scholarship with his award for 2009-10.



The West Virginia University Political Science Department has named Leadership West Virginia Class of 2000 Alumnus **Andy Richardson** it's 2009 Distinguished Alumnus. Former recipients include CEOs, Judges, US Ambassadors, and a former Governor. Richardson is currently a Senior Vice President with Wells Fargo Disability Management.

Class of 2001

Jim Strawn ('01) and **Chuck Stump** ('02) of Four Dolphins Press were recently awarded the Gold Medal for the Moonbeam Awards for Children's Books for The Sad Mad Glad Book. The competition included 1,085 entries from around the world. Their second book, Another Sad Mad Glad Book, has also been named Outstanding Book of the Year – Most Inspirational for Youth by the Independent Publishers Association from 3,380 entries world-wide. The award was to be presented in New York City on May 29.

Kelly Nix became an assistant professor at West Virginia University in January 2008. She is currently the community-based business development specialist in Extension Service and is pursuing a doctorate in human and community development at WVU. Most recently, Kelly graduated from LEAD21, a one-year leadership program for land-grant institutions across the United States.

Class of 2003

Lisa Smith and her husband, Rod, became the proud parents of William Stuart Smith - born Aug 1, 2008. His sister Lucy turned 3 in March.

Class of 2005

Kolin Jan retired from ATK in March of 2007, played golf and finished house projects for two years, then started March 9 as presi-

dent/executive director of the Allegany County (MD) Chamber of Commerce.

Betsie Dobbs is working as a sales rep for Cardinal Health.

R. Terry Stephens reached a personal goal of bringing a regional leadership program to the Cumberland, MD, area. Through the auspices of the Greater Cumberland Committee, the program features a toolbox leadership series of classes held at four regional colleges and universities. The seminar-style classes rotate among the schools and include such topics as Roberts Rules and chairing a meeting, working in coalitions and consensus building, ethics and open meeting law, etc.

Class of 2006

Cindy Dragen became a first-time grandmother with the birth of Bailey Marie Dragan on January 11, 2009. Bailey was 7 lbs., 6 oz, had a head of black hair and looks like her Daddy!

Kate Swisher has been named marketing director of the Parkersburg Country Club.

Katrina Mailloux started a personal training business, PTK Fitness, and became a certified yoga instructor with Yoga Alliance. She teaches out of her home studio, as well as provides in-home and corporate fitness and yoga classes for corporate retreats, team-building, corporate wellness initiatives, etc.

Betty McHale, owner of Workplace Solutions LLC, a human resources and business consulting firm, was one of 12 individuals chosen last year at the Society of Human Resource Management's (SHRM) annual conference in Chicago to participate in a national marketing campaign by the Human Resources Certification Institute (HRCI). HRCI is the testing institute for certifying HR professionals. Betty's picture will be used on all the certification CDs distributed to local SHRM Chapters and SHRM members across the U.S. and Puerto Rico in the 2009.

Class of 2007

Becky Neal entered a new chapter of her career in February 2009 by opening the Neal Lobbying Firm, LLC.

Ben Beakes joined the staff of the University of Charleston, his alma mater, as the director of development on January 5, 2009.

Preston Miller is the operations manager, BOSS-U at Computer Sciences Corp.

Michael E. Hooper was elected a member of Jackson Kelly PLLC. Mike continues to practice in the firm's Wheeling, W.Va. office. His practice is focused on business transactions and formation, including those within the field of mineral rights, titles and leases; banking; commercial real estate development and financing; commercial litigation; and family law litigation.

Class of 2008

Jason Butcher announces the birth of his first child, Jason Luke Butcher Jr., born to Jan. 25, 2009 at 5:45 p.m. Jason Jr. weighed 7 pounds, 11 ounces and was 21.25" long. ■



Leadership West Virginia

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Address Correction Requested

This newsletter is produced for participants, graduates, sponsors and friends of Leadership West Virginia.

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Progressity is proud to be a sponsor of this newsletter.

LeadershipWV.org is a useful tool

Leadership West Virginia's new website is a useful tool to help continue building the connections made during each cohort. The site, www.leadershipwv.org, includes the latest information about the program. For graduates, it also provides contact information for all Leadership West Virginia participants. If you are a graduate of Leadership West Virginia and don't have your username and/or password, request them via telephone at 304.534.7816 or 304.342.1497 Tuesday through Friday from 8:00 am to 3:30 pm. Check the site often for updates and information. ■

Lifetime Investors Growing

The following 24 persons have become Lifetime Investors in recent months, bringing the total number to 138. Instead of an annual payment, supporters of Leadership West Virginia may become Lifetime Investors by making a one-time donation. "Becoming a Lifetime Investor was a simply way to express commitment to and appreciation for our amazing organization! It was an easy decision," says Laura Ellis, '99. "Not only do I have great memories from my experience with LWV, but I have made friends and contacts I will enjoy for life." To join the list, contact Executive Director Pam Farris.

Class of 1996: Heather Heiskel-Jones.
Class of 1998: David Clayman, Ellen Goodwin.
Class of 2001: Jane Cline, Jeff Gibson, Jim Strawn, Jeff VanMatre
Class of 2003: Kathy Wagner.
Class of 2004: Jeffery Lusk
Class of 2005: Sally B. Barton, Seth Wilson
Class of 2006: Jill Bentz
Class of 2007: Elizabeth Richmond
Class of 2008: Brian Allman, David "Coop" Cooper, Sherri Davis, Ed DeCosta, Emily Fisher, Rodney Holbert, Joan Keith, Denise Klug, Diane Lilly-Pierzntozi, Sheliah Lowe and J.D. Morgan.

For a full list of Lifetime Investors, go to www.leadershipwv.org/lifetime_investors.asp