

Issue 4, October '03

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## President's Message

Setting out to write the president's message for this issue of *CONNECTIONS* was daunting. I struggled with the competing needs to be brief, while also sharing news about LEAD San Diego's progress. I believe that the content of this issue speaks for itself.

We have been in a period of dynamic development and growth and we depend on engagement with our LEAD graduates, as well as other community, business and government leaders throughout the region. I'm especially pleased to report that during the course of the past twelve months, LEAD San Diego has delivered on each component of the first year of our strategic vision, and we are rapidly moving into the second year of the plan.

In this issue, you will find the summaries of LEAD's new *LEADerTrends* programs, including the key points that can help to shape, develop, or strengthen each of our community leadership styles. We are proud of the first several events, and are especially grateful to Wells Fargo and Sempra Energy for investing in this new venture. The *LEADerTrends* series has reached nearly 1,000 key business and civic leaders. Additionally, you can access the entire programs on UCSD-TV, or by video-on-demand from your desktop at [lead-sandiego.com](http://lead-sandiego.com) under *LEADerTrends*. Look for more events to be announced before the New Year.

In thinking about community leaders and their time-stressed lives, I want to also let you know that the first ever *San Diego Regional Leadership Directory* is now available online. This new tool allows our active members to search it by class year, name, leadership skill, or community interest, as well as a combination of skill and interest. We are confident that this first phase of the new directory will be a useful tool in connecting community leaders to the issues and causes for which they are most passionate. Log on and check it out. Remember, you need to activate your LEAD membership in order to view the directory.

In special recognition of our active members, on November 19<sup>th</sup>, LEAD's Graduate Council has organized a special member celebration reception at the Shapery Penthouse, on top of the Emerald Shapery Center. This is one event not to be missed. For more information, contact LEAD at 619.232.3918.

Finally, please join LEAD San Diego in welcoming the newest members of our network. Enclosed, you will find a roster of the Class of 2004, as well as a feature on Sherrie-Lyn Thompson, LEAD's new Vice President-Programs.

*Cottrell is president of LEAD San Diego, an organization dedicated to advancing the prosperity of the San Diego region through a growing network of connected and able community leaders.*



*LEAD President Kevin Cottrell briefs award-winning journalist Ray Suarez prior to his July 28th LEADerTrends discussion held at the Sheraton San Diego Hotel & Marina*

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## LEAD Welcomes Sherrie-Lyn M. Thompson – Vice President – Programs

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In a move to increase the level of importance placed on the programming of its core activities, LEAD San Diego has restructured internally to add Sherrie-Lyn M. Thompson as Vice President – Programs, according to LEAD San Diego President Kevin Cottrell.

Her responsibilities will include the implementation and design of curriculum, as well as managing our growing line-up of community programs.

Prior to joining the staff team at LEAD, Sherrie-Lyn served as the Chief of Staff at San Diego Dialogue, a UCSD public policy research center devoted to advancing solutions to the long-term challenges in economy, environment, and equity facing the San Diego/ Baja California region. During her six years at San Diego Dialogue, Sherrie-Lyn held a variety of positions with progressive management responsibility. In particular, she administered a substantial program that addressed K-12 achievement issues.

“Sherrie-Lyn impresses me as the kind of savvy, hardworking, customer service-oriented employee that will be a terrific addition to LEAD San Diego,” stated Cottrell. “As we constantly strive to provide more interesting, relevant information on our region to a growing list of constituents, LEAD needs strong staff like Sherrie-Lyn to enhance our organization with fresh new ideas and perspectives.”

Sherrie-Lyn is a long-time resident of National City and involved in a variety of community organizations. She serves as Vice Chair of Aquatic Adventures: Living Labs for Youth, and is a member of the Advisory Committee of Tradition One Drug & Alcohol Recovery Center.

She is a graduate of the University of Akron, Ohio, with a Masters of Arts, Political Science, and the University of California, Irvine, with a Bachelor of Arts, Criminology and Legal Studies.



*Sherrie-Lyn M. Thompson is the new Vice President—Programs at LEAD San Diego.*

## LEAD Class Reunion 1993

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By Starla Lewis



On Tuesday September 23, 2003, The LEAD Class of 1993 reunited on the patio of the Brigantine Restaurant on Shelter Island. The class of community leaders came together to celebrate years of service. There were fifteen graduates from the class of 1993, four members of the graduate council and three LEAD staff in attendance. It was an honor meeting and conversing with the new leadership of LEAD San Diego and to recognize opportunities for continuous service and support of the LEAD Legacy.

The good news is that everyone was recognizable! The years have been kind. I believe this is because after years of giving our time, talent, and resources it has all come back tenfold. Leadership is service and we are here to serve. Ten years later the graduates reunited in a genuine heartfelt reunion. For those who sent greetings, know that they were warmly received. For all who couldn't make it, know that you were remembered and missed. We will see you next time.

*Starla Lewis is Instructor of African American Studies at Mesa College and a 1993 LEAD Graduate.*

# Connections

## Finding Our Character and Illuminating Our Soul

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LEAD Board Chair Molly Cartmill gives opening remarks as she welcomes Claire Shipman, senior national news correspondent for ABC's Good Morning America

***“What you wish you were is your ideal. What people say you are is your reputation.***

***What you know you are is your character.”***

— Author Unknown

If we believe what we read, our ideal is to be “America’s Finest City.” If we believe what people say, our reputation is one of a sleepy bedroom community that lacks leadership. *But what do we know we are? What constitutes our character?*

A person’s character is defined as a collection of ethical characteristics. It is often interchangeable with the concept of a person’s moral integrity. A soul, on the other hand, is defined as an animating spiritual essence in a human being; a person’s spiritual, emotional or moral nature.

But how do these terms apply to a group? To a region? To *our* region? When we think about “the soul of San Diego,” to what are we really referring? Our values? Our ethics? Our good deeds? Our collective sense of what’s right? Or that special feeling we get when we make a difference? More importantly, do we even know what these things are anymore?

Each of us has an individual need to connect with our inner self. We know that our spirit hungers for connection to a greater purpose. It is one of the many blessings we all share. But can people, collectively, share in character? Can we come alive and flourish by sustaining a collective soul?

While this need is deep within all of us, it can be nourished in many ways — some positive and some not so positive.

*When we think about*

*“the soul of San*

*Diego,” to what are*

*we really referring?*

As I noted in my last column, we live in a time of extraordinary scrutiny — a time where cynicism, blame and separatism seem to rule. Where our basic frameworks of civil society are being uprooted and torn apart. Social activism, scrutiny and public demands for accountability cry out to us angrily from our newspapers, our friends, our neighbors and our colleagues.

We don’t trust our elected leaders. We don’t trust business. We can’t trust the media. Nor can we trust our religious institutions, our nonprofit organizations, our teachers or our scout leaders. We can’t even trust those who step forward and raise suspicions because invariably they are found to be imperfect and therefore untrustworthy themselves.

Is this any way to improve our community’s quality of life? Is this any way to build character or to nourish our soul? I think not. James Longley said, *“I have grown weary of those who find fault, but do not suggest a better way of doing things or who do not step forward to serve.”* I’m with him.

Our motive must be altered and our passion directed. We must reverse the direction of global activism with its theme of tearing down, accusing and destroying to one of local activism with a theme of building up, helping and harmonizing with one another. We desperately need the passion of social activism but with a focus on care, concern and forgiveness. Only then can we nourish our community’s soul and feed our quintessential desire to make a difference.

*Cartmill is director of Corporate and Community Relations for Sempra Energy, a Fortune 500 company headquartered in San Diego. She is a graduate of Leadership California, LEAD San Diego and is currently its Chairman of the Board.*

## LEADerTrends

### Featuring Experienced Journalist and Political Analyst Claire Shipman

By Sherri Petro, Principal with VPI Strategies

Claire Shipman, senior national news correspondent for ABC's Good Morning America, graced San Diego with her entertaining and savvy insights into current political leadership on September 26<sup>th</sup>. The session, second in LEAD San Diego's LEADerTrends series in partnership with Sempra Energy and Wells Fargo, provided participants a humorous and thoughtful history of Washington over the last ten years as well as practical leadership ideas. After the initial presentation LEAD Board chair, Molly Cartmill, summed it up nicely when she keyed into three main leadership points she heard during Claire's presentation: overcoming cynicism with civic trust, trusting your instincts and being authentic. Given the increased scrutiny on leadership under stress, another lesson or two can also be learned.

#### Overcoming Cynicism with Civic Trust

Ms. Shipman bird's eye view of Washington started in 1993 when she indicated the public, journalists and politicians were cynical about the real impact of Washington DC on the population. Slowly over the years, even with the Clinton scandals, she's seen a move toward the public understanding the capital's impact and importance. While the actions after 9-11 made that understanding more concrete, the importance has slowly faded as the public currently questions the real reason the United States is in Iraq.

Claire indicated that Washington DC transforms public servants. They begin speaking some unusual plastic language which alienates them from those they serve. This is not unlike leadership in other power structures. The lesson? She recommends leaders trust in their instincts and come from authenticity to overcome that propensity. She also suggests leaders should actually make decisions. Sometimes it's not about which decision is made but that the leader simply decides!

#### Trusting Your Instincts

Claire referenced President Bush's now famous bullhorn gesture when he spoke after the collapse of the World Trade Center Towers. Responding to workers who could not hear him speak, he grabbed a megaphone and clearly from his core indicated that he would be heard not just at the site but all over the world. Even non-supporters can respect those who "come from their core." Leaders serve their followers and themselves best when they trust their instincts.

#### Being Authentic

Lack of candor is a monumental detriment to success. Claire believes the inability to provide clarity is responsible for the current Bush polling numbers. They have dipped below those garnered before 9-11. Iraq and the economy are now linked thanks to a recent Bush speech. If the nation had been told the real strategy behind the actions, the authenticity may have resulted in more support than censure for actions taken. Followers want leaders to be authentic, honest and sincere. The population is more sophisticated than they are given credit for and disbelieving of those who don't respect their intelligence and ability to see through those who are disingenuous. (This has ramifications for those with current canned campaign ads!)

#### Lessons of Leadership Under Stress

When stress levels are high, leaders are looked at from a different perspective - not just increased scrutiny. For instance, before 9-11, President Bush was seen as arrogant and simple. After 9-11, those attributes "became" self-assured and the ability to be direct. An interesting phenomena to keep in mind. Leadership can be stressful, but by being staying true to who you are instead of someone you try to be, you weather the challenges better.

#### Conclusion

Claire believes the realities of our times will have an impact on the next national election. She sees the election as energizing the bases versus the last election where we seemed to coming closer to the middle. When asked about her own role as a leader, she hinted that she simply tries to do the best she can with what she has. She knows others may see her as an example. She tries to set goals for herself, provide her stories with integrity and news, do what she thinks is correct and fight for what's right. Though Claire may not see herself as a leader, per se, she certainly shined as one during her presentation.

Sherri Petro is a graduate of the Class of 01W and serves on LEAD's Marketing Committee.



*Even non-supporters  
can respect those who  
"come from their  
core."*



# Connections

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## LEADerTrends

### Featuring Award-Winning Journalist Ray Suarez



By Sherri Petro, Principal with VPI Consulting

Ray Suarez shared how strengthening the muscles of civic engagement work to make a difference as LEAD San Diego kicked off its LEADerTrends series July 28<sup>th</sup>. Mr. Suarez, Senior Correspondent with the News Hour with Jim Lehrer, presented his thoughts in a program sponsored by Sempra Energy and Wells Fargo in partnership with KPBS. Mr. Suarez provided insight on several “authentic representatives” who wanted to be part of something larger than themselves. He concentrated his thoughts on leadership in action, identifying these leaders and using their talents to better America.

#### Leadership

Ray shared the profiles of several individuals daring to make a difference by providing leadership. The common ground? They started small, had success and then took on larger and larger projects making a difference with each subsequent project. These leaders were inspiring, connected and progressive. They realized that people want to be valued, respected and inspired and they provided an answer to that need. He feels we are currently renegotiating the way of American life and we need to locate these grass-roots leaders to help. He asserted, “The state is not going to drive up and say what do you want?!” Where do we find these leaders? “We need to harness the energy and common sense of the common.”

We can find these leaders rallied around common needs. They may create a taskforce, get the job done and disband if need be. Others, however, will look for larger causes to support or projects to accomplish as they are encouraged by the success of their previous efforts -- efforts borne out of the need for change.

*“The state is not going to drive up and say what do you want?!”*

#### NIMBY to NOPE: What to Do About It

Ray shared his message that NIMBY (Not In My Backyard) is changing into NOPE (Not On Planet Earth)! We must stop the turning of the tide. He recommends using legislation, using an evangelist to simply talk to the opposition and trying to find common ground. He encouraged leaders not to get defeated by the “façade of no.” We get too down on the first go-around instead of finding a way to turn the “no” into “maybe” then into “yes.” We need to remain positive. We should also plum community capacity building since the current political administration is friendly to the idea. He suggested we need to develop more community expertise, create social capital and watch the commercial turnover to identify areas sliding toward oblivion. An audience member asked about engaging our youth. Ray intimated that while they are underused, we need to calibrate expectations to what they can realistically do, provide hands-on guidance and treat them with respect versus as children with a pet project.

#### Conclusion

Ray Suarez asked the leaders in the room at the Sheraton San Diego to find their own ways of strengthening their muscles of civic engagement. There is no doubt in his mind, we are needed.

## LEADerTrends

### Lessons Learned from Dr. Richard Florida

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By Sherri Petro, Principal with VPI Consulting

Dr. Richard Florida, renowned researcher from Carnegie Mellon University, shared his insights on how encouraging the creative class can benefit San Diego during San Diego’s Forum on the Future July 10, 2003. This educational forum was sponsored by LEAD San Diego, the San Diego Regional Economic Development Corporation and the UCSD Civic Collaborative. In a rich and engaging presentation Dr. Florida revealed his A-HA! moment, his research and lessons learned for San Diego.

#### A-HA!

As an economic development professional, Dr. Florida always understood three rules existed in his world. The professionals in this industry:

- create jobs



Dr. Richard Florida ranks San Diego #3 in creativity.

- find employers
- find incentives for potential employers to site facilities and move to their town.

While he, tongue-in-cheek, talked about the last rule as a bribe, it is essentially the paradigm under which economic development existed. However, he was astounded to realize that the third rule did not necessarily hold true! One day he opened the paper to the news that Pittsburgh, a hotbed of technology innovation due to Carnegie Mellon's efforts, was losing a prime employer to Boston. Why? The employer chose to relocate where creative employees already live. What a shift! Instead of employees going to employers...employers go to them. The implications were astounding and shifted his old economic development paradigm. The idea for researching this phenomena was born.

### Researching the Creative Class

In 1900, 5% of workers were involved in creative-related fields. Now we have 38 million workers in the creative sector. What kind of work does the creative class do? Not just artistry but creative work within industries traditionally not seen as creative. For instance, creative workers can create something from what used to be commodity. Dr. Florida used his eyeglasses as an example. They are not the mere black horn-rimmed like Dad used to wear but are designer glasses that cost a pretty penny. The additional funds that company receives from taking this commodity and differentiating it -- is creative sweat equity. The creative are innovators...they design promising products...they offer creative solutions to the staid. They are an economic force to be reckoned with.

Who qualifies as creative? Well, we all *could*. Dr. Florida believes we can tap into anyone's creativity because we all have the capacity to be creative. Creativity neutralizes status. Respect for the idea (and thus the idea-generator) is more important than position.

### Lessons Learned: Implications for San Diego

Dr. Florida's postulates that:

- creativity is a source of excellence
- creativity comes from people
- the place where these people are located is key

How can this help San Diego grow? San Diego already places in the top three most creative regions of the country. The creative class assists a region in wealth building. Dr. Florida suggests that creative people go where other creative people already are, where diversity is prominent, where the atmosphere is open and people are flexible. He speaks of talent, technology and tolerance as keys to success. Knowing this, leaders in San Diego can make more of what it already has in these areas by promoting these ideas and encouraging innovative solutions to its challenges. For instance, he suggests, like Austin TX, the local EDC create a new division for the creative industries to attract more creative people and employers requiring creativity to San Diego.

### Panel Comments and Reactions

A panel of local leaders, moderated by Dr. Mary L. Walshok, commented on Dr. Florida's presentation, underscored some local challenges and sought counsel from him on potential solutions. Panelists included Malin Burnham from Burnham Real Estate, Larry Smarr from CAL-(IT) and Hiram Soto from The San Diego Union Tribune/Enlance

#### Staffing/Housing

The university will need to hire staff to keep up with 60% expected projected growth. Housing costs will however deter staff from coming to San Diego. What can be done with housing? Dr. Florida referenced a potential university partnership in line with downtown renovation, which could take pressure off the creative class.

#### Infrastructure

Can the region woo the Olympic Committee to create the first bi-national Olympics with Mexico and the United States? Salt Lake City was renovated to deliver the last games. This could solve some of our transportation infrastructure problems. Dr. Florida thought this idea had excellent merit and captured creative thinking.

#### Arts

San Diego is weaker in the arts than we could be. The suggestion was made to partner more with the creatively stronger Tijuana.

#### Inequality

San Diego has inequality issues with the gap between the service sector and creative class. Dr. Florida echoed the sentiment and emphasized the need to upgrade the skills for low skilled-workers and the potential for this solution to be multi-generational.

“Who qualifies as creative? Well, we all *could*.”

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Charles and Anne Dick Jr. (78)

Berit Durler (85)

Susan Fielder (89)

Philip A. Forgione (01f)

Joan Friedenber (88)

Scott P. Furgerson (01f)

Diane L. Gilbert (98)

Edith A. Glassey (97)

Leigh Hartman (95)

Victoria Hobbs (87)

Joe Horiye (96)

Randy K. Jones (91)

Paula C. Kelly (99)

Judy Lawton (94)

Steven P. McDonald (02)

Mary M. McLellan (96)

Martha B. Mendez (02)

Patricia Miller (88)

Michelle M. Moreno (00f)

Michelle M. Mueller (90)

## 10Leaders for San Diego Gala



As you know, LEAD is committed to strengthening our region's leaders and we're very proud of our partnership with KGTV on the *10Leadership*

*Awards*. In January, KGTV will honor the recipients of the 2003 *10Leadership Award* as well the Large Business, Small Business, Non-profit and the Individual Leader of the Year at the *10Leaders for San Diego Gala*. This event will be televised in a one-hour special that will air during prime-time in January 2003. Nomination forms are in the mail and the "Call for Entries" deadline is Friday, November 14, 2003. Please consider nominating a regional leader you feel is doing extraordinary things. Also, look for some changes scheduled for late November as the *10Leadership Award* coverage moves to Wednesday's at 5:00 pm. Several new features will commence as well, including lapel pins for award winners and image spots to promote viewers to send in new nominations.



### SAVE THE DATE!!

The LEAD Board of Directors and the Graduate Council  
Cordially Invite Active LEAD Members to Attend  
The

#### Inaugural Graduate Member Celebration

Please join us  
as we celebrate at  
Sandy Shapery's Penthouse Residence  
Emerald Plaza Penthouse, Wyndham Hotel  
Wednesday, November 19, 2003

5:30 – 7:30 p.m.

Complimentary Cocktails and Hors d' Oeuvres

Not an active member? [Click here](#) to sign up online!

(Formal Invitation to Follow)

Please R.S.V.P. through [www.leadssandiego.com](http://www.leadssandiego.com) by November 12, 2003

~Space is limited ~



### The Way of Adventure

Lecture and Book Signing with Dr. Jeff Salz  
The San Diego Natural History Museum  
Friday, November 21, 2003

Wine and cheese reception in the atrium from 6 – 7 p.m., compliments of Adventure 16.

Film and discussion in the Charmaine and Maurice Kaplan Theater from 7 – 9 p.m.

Participants are invited to come early to see the *Shackleton* exhibition from 6 – 7 p.m.

Tickets: \$8 at Adventure 16 or at the door. Reservations suggested. Call 619.255.0203 or visit the Museum's website [www.sdnhm.org](http://www.sdnhm.org) to register on line. Class Code: F3-350-10

An internationally known TV journalist, explorer, anthropologist and author, Jeff brings a message of hope and belief in the resilience of the human spirit. Based on his best-selling book, *The Way of Adventure: Transforming Your Life and Work with Spirit and Vision*, Jeff Salz's keynotes and experiential training programs instill a spirit of adventure in organizations around the world. Jeff will introduce the giant-screen film, *Shackleton's Antarctic Adventure*, and will conclude the evening with a lively and inspiring discussion based on his book.

LEAD San Diego is proud to help sponsor this exciting evening .