



LINK TO LEADERSHIP

GTL Welcomes Members of Spring Class

Greater Tucson Leadership is growing a new crop of leaders, enhancing their skills and teaching them about issues important to our community. There are more than 30 people participating, and they are enthusiastic about making a difference.



Sheila Storm of the Pima Association of Governments and Amanda Abens of Big Brothers Big Sisters are members of the Spring 2007 GTL Leadership Class.

“I’ve lived in Tucson for 18 years, I’m raising my son here and I care about this community greatly,” said 2007 class

member Amanda Abens. “I’ve worked in social service for ten years and I realized there’s so much I don’t know about what this community’s needs are.”

Meet an Up-and-Coming GTL Leader



Barbara Baume is a Customer Service Supervisor for Southwest Gas. Her employer recognized her excellent work ethic and chose Baume to represent the company in the Spring 2007 Leadership Class.

Baume was only too happy to attend.

“I deal with a lot of customers and employees and I’m on two boards, so I have a lot of contacts in the community and I’m in a leadership role,” Baume said. “I think that

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“I do look at it as an opportunity to grow and a leadership opportunity,” said class member Sheila Storm. “[We’ll each be] understanding the other leaders in the community and as time goes on we’ll work together in different capacities.”

The 2007 class began with a retreat in Tubac, spending two days getting to know one another, assessing their own skills and working on teambuilding. They will continue the educational experiences by meeting with community leaders such as South Tucson Police Chief Sixto Molina, Tucson City Manager Mike Hein, and Sharon Bronson of the Pima County Board of Supervisors.

See Who’s In the Class on Page Three!

GTL presents first annual Visionary Downtown Leadership Gala

Greater Tucson Leadership and the Tucson Citizen honored visionary leaders in the downtown community in December. The event was memorable and was held under a large heated tent on Congress street in front of the Fox Theatre.

Attendees included the evenings primary sponsor the Downtown Stakeholders, GTL alumni, community leaders, and government officials. Over 250 people celebrated private enterprise and the enhancement of Downtown Tucson.

Emcees for the evening included KVOA’s Lupita Murillo and the Publisher/ Editor of the Tucson Citizen, Michael Chihak.

The selection committee had a number of nominees to choose from and awards were given in four categories to the following individuals and

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President's Message

**"Keep always busy so that
the devil will find
you always engaged."
- Jerome (c. 340-420)**



Our culture has ingrained hard work and keeping busy for many, many centuries. Today, it seems that

keeping busy is a constant refrain for all of us. We also know that the key is quality in whatever we do.

In the last newsletter I reported on how continuity plus change equals growth for Greater Tucson Leadership. All of this change for GTL has kept us busier than ever, but we also believe that our efforts are resulting in programs and events that are taking our organization to another level of quality, and enabling us to focus more on our mission of leadership and education that spurs community involvement.

Recent 2006 events included a gala that recognized exemplary leadership within Police and Fire departments, the Air National Guard, and Davis-Monthan - the "Leadership Above and Beyond". More than 25 leaders were recognized and 200 people attended the event. Former Surgeon General Richard Carmona was the keynote speaker and cartoonist David Fitzsimmons provided the entertainment at the lovely setting of La Paloma.

Our major sponsors included Southwest Ambulance, Blue Cross Blue Shield, Ferno Incorporated, Sahuaro Trophy and Intelligent Office. In December we celebrated Downtown Visionary Leadership. In partnership with the Tucson Citizen four people were recognized for their

efforts in forwarding the revival of Tucson vibrant downtown and the heart of our community. More than 250 people attended this successful event outdoors in a tent right on Congress Street. The major sponsors for this event, Downtown Stakeholders, Snell and Wilmer, and Raytheon, were supportive.

Most recent events included State of the City with Mayor Bob Walkup and co-hosted with the Tucson Metropolitan Chamber of Commerce. Be sure to thank some of the major sponsors for this event too, such as SFC Arizona, Raytheon and Intelligent Office. Another event included a reception for the new University President, Richard Shelton, on February 7th at Hotel Congress, which also celebrated a reunion of classes 1987 to 1997.

January 12th was the first day of the Spring 2007 Adult Leadership Class. This year's class is organized by GTL's president-elect Hilda Oropeza Chihak and our Executive Director Lea Peterson. The class has also gone through some changes and started off with a retreat in Tubac. We've also added a formal leadership curriculum to the class. Look for a class this fall too.

With so much happening at GTL, we hope each of you are still supporting our efforts and keeping your membership up to date. Let us know if you need membership information.

Here's to a great start to 2007, busy as ever, but with mission focus!

Kim Ferranti,
President, GTL

Who's Who in GTL's Spring 2007 Class

There are many new faces in GTL's 2007 class. Here's who they are, and who they work for:

Amanda Abens ● Big Brothers Big Sisters
 Anne Mehochko ● Tucson Association of Realtors
 Barbara Baume ● Southwest Gas
 Barbara McGill ● Long Realty Cares Foundation
 Ben Davis ● NAACP
 Bob Kovitz ● Town of Oro Valley
 Carol Somers ● Somers Enterprises
 Diane Umstead ● Blake Foundation
 Erica Fluckus ● Raytheon
 Frank McCune ● State Farm Insurance
 Hans Rhey ● Comcast
 Jana Long ● National Bank of Arizona
 Jean Gage ● SCF Arizona
 Jeff Coleman ● Resource Strategies
 Joan Beckim ● Kaneen Advertising & PR
 John Kmiec ● Tucson Water

Julie Hunt ● Northwest Medical Center
 Katie Foons ● Care Credit
 Kelly Howard ● MetLife
 LaMonica Everett Haynes ● Tucson Citizen
 Leslie Dionne White ● Pima Community College
 Marilee Franchi ● University of Phoenix
 Martin Carey ● Tucson Convention Center
 Melissa Hastings ● University of Phoenix
 Michelle Bart ● Southern Arizona Aids Foundation
 Michelle Perez ● UA Center for Student Involvement and Leadership
 Patricia Gonzales ● Mary Kay
 Paul Edwards ● ABA Architects
 Rodney Glassman ● Glassman Foundation
 Sheila Storm ● Pima Association of Governments
 Susie Dupnik ● 88-Crime
 Thomas Muise ● Southwest Gas
 Tom Sloyan ● Tucson Association of Realtors

Damage Control: Leadership in a Business Crisis

In November and December of last year, a national fast food chain with worldwide name recognition ran into a serious health emergency that turned into an example of what not to do when a crisis hits.

More than 100 people who had eaten at Taco Bell restaurants on the east coast were sickened by E. coli bacteria. The story broke in



Taco Bell President Greg Creed addressed its customers after an e-coli outbreak at some of its stores.

the media early on a Monday morning, but the restaurant chain didn't present any public message until that evening when it posted a brief statement from its president on the company website. Customers were panicking and needed to know that Taco Bell was on the ball.

The company should have had its president out in front of cameras and talking with reporters as soon as possible. Businesses dealing with a health or safety crisis need to show

they're concerned about their customers' well-being, and working on figuring out what happened and fixing the problem. An honest and earnest leader can do much to assuage fear.

In this day and age customers are used to getting immediate answers and they especially want those answers in an emergency. Taco Bell would have done well to create an interactive website and updated it regularly to keep the flow of information going.

Those who go the extra mile to be proactive and forthright in a crisis tend to have fewer problems keeping customers when it ends.

New GTL Leader: Barbara Baume

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our whole lives have different facets or different pieces and I would appreciate anything I can learn in the leadership arena."

It didn't take long for Baume to be impressed with the program and her fellow students.

"I was in awe to see how people take charge. I always feel like I'm such a strong person and a leader and I almost feel like I took a backseat to some of these different people. There are all different levels of leaders here."

Alumni Reception/UA Presidential Welcome Garners a Big Crowd

Greater Tucson Leadership hosted its first 2007 Alumni / Member Reception on February 7th. Dr. Robert Shelton, the new President of the University of Arizona, was our special guest. He addressed the administration's priorities at the University of Arizona and upcoming events and projects. We had an interactive, lively discussion.



GTL Executive Director Lea Peterson, UA President Robert Shelton, and GTL President Kim Ferranti enjoy the Alumni/UA Presidential Reception.

Five Past Presidents of our organization attended - Fran McNeely, Dane Woll, Patty Richardson, Barrie Herr (Alumni President) and Jean McKnight Guymon. Alumni from the 1980's, 1990's and more recent years mingled with members from our current Spring Adult Leadership Class. Thank you to our sponsor - Richard Oseran of Hotel Congress!

This year at our Alumni/Member receptions, we will be focusing on reengaging with our Alumni from 1987 (20 years) and 1997 (10 years). Alumni from past Adult Leadership classes may be viewed in our database on our web site. Alumni Members may update their biography and add a photo to the database also. Watch for the details of our next Alumni / Member Reception on May 23rd, 2007 held in conjunction with our Spring Class Graduation and annual meeting.

GTL Co-Sponsors *State of the City*

You'll want to plan ahead to attend next year's "State of the City" because the 2007 event, co-sponsored by GTL was sold out.

On January 26, Mayor Bob Walkup told a large crowd at the Tucson Convention Center that the state of our city is stronger, and with cooperation will grow stronger still.

The Mayor urged greater support for the Tucson Police Department gang unit and transportation improvements among other things. He noted that approval of regional plans for transportation and economic development are making the outlook for our city even brighter.

Get Your Sponsorship Now for the *State of the County Luncheon*

You've heard about the State of the City, it won't be long before it's time to hear about the State of the County.

Mark Your Calendar!
Friday, May 4, 2007
11:30 a.m.

Greater Tucson Leadership is hosting this year's luncheon and there is still time for your business to get exposure from a sponsorship. For more information call Lea Peterson at 520.512.5GTL.

Don't Forget Alumni Memberships

The Alumni membership year now begins in July so now is a good time sign up!

You get:

- Networking opportunities with more than 700 alumni
- Quarterly Newsletter
- Discounts to GTL Events
- Invitations to Member/Alumni Receptions

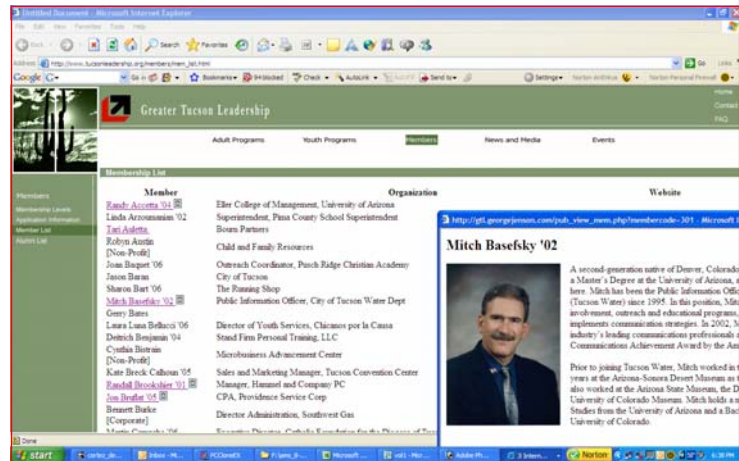
The cost is only:

- Alumni Member—\$100
- Non-Alumni Individual Member—\$150
- Non-profit Member (up to three participants) - \$150
- Corporate Membership (up to three participants) - \$300

Have You Updated Your GTL Bio Yet?

Each member or alumnus of GTL has an opportunity to share important information about themselves with other leaders in our community through GTL's member database. Adding or updating your profile is easy; use your password and add or change your information, or email a photo and your information to office@tucsonleadership.org.

Be a part of a valuable networking tool, and share how you're helping lead our community!



GTL Graduate Uses Leadership Skills to Teach Tucson-area Kids

Imagine managing 100 employees with hormonal surges, immature attitudes, loud voices, a driving desire to succeed and seek approval, and you've got the job of a high school teacher in mind. Like herding cats I've been told. Leadership skills are

de rigeur for the adult standing at the front of the class and I'd be lying if I told you that at times it's not a daunting and scary task. But it's also an endlessly rewarding and invigorating responsibility for which I can thank my Greater Tucson Leadership Adult Class experience.

Meet GTL Member Mark Harris



Mark Harris' business is actually other people's businesses. He owns the Tucson franchise for Intelligent Office, which offers a remote receptionist and rooms for people who work from home, or are on the road. He actually discovered the idea in the GTL Leadership Class.

"Part of our GTL project was to come up with something we wanted to pursue and I was looking at several different businesses," Harris said. "I discovered Intelligent Office in the *Wall Street Journal* and looked at it. It seemed to fit who I was and it seemed to deal with business owners, so I started my investigation and thought it would be a great fit for Tucson."

Harris learned a lot more in the Leadership Class than what business he'd be running.

"It was a wonderful overview of all the different processes of Tucson, from education to government to business," he said. "We got great exposure to some of the problems and potential solutions that could help make Tucson better."

I graduated from the 2001 GTL adult class. That class, specifically the education issue day, helped me to realize that I wanted a career that would make a difference in Tucson. Two years after my GTL graduation with a newly minted graduate degree, I took a cavernous leap of faith and changed careers leaving behind a successful 16 years in public relations to teach high schoolers business and economics at Cienega High School in the Vail School District.

In my master's thesis I wrote about the educational process of developing leadership skills. What I learned from my research, and from my own GTL experience is that leadership is a learned skill. Leadership is not genetic and can be cultivated in every individual regardless of socio-economic status, personal history, gender, athletic or academic ability. Leadership is an equal opportunity for all individuals, but it must be carefully nurtured. That is what our GTL Adult Leadership program is all about. Our graduates have cultivated and refined their leadership skills. I did. And I strive to engender those very valuable skills into the dazzlingly creative and success-oriented minds of our community's youth.

Jean McKnight Guymon
Past President of the Board of Directors



**Greater
Tucson
Leadership**

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lead · er ('li dər)

-noun

1. a person or thing that leads
2. a guiding or directing head, as of an army, movement, or political group

**Do You Know the
“Leader of the Year?”**

Nominations are now being accepted for GTL’s 2006 “Leader of the Year.”

Download the nomination form at
www.tucsonleadership.org

*Visionary Downtown
Leadership Gala*

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organizations:

Commercial Development:
Roger Karber

Residential Development:
Michael Keith

Small Business: The Flores Family

Arts/Culture: Herb Stratford and the Tucson Fox Theatre.

The committee is already at work planning the 2007 Gala which will be held in September or October. Please contact GTL if you are interested in sponsorship or volunteering at the event. Thank you to our attendees and sponsors for a successful 2006 event!

**Looking for
New Leaders:
Applications Now
Being Accepted for GTL’s
Fall Leadership Class**

- Do you know someone who is dedicated to our community?
- Do you know someone who wants to learn how to improve our city?
- Do you know someone who wants to take charge of how we do it?

If you know someone who is interested in the Fall Leadership Class, call the office at 520.512.5GTL or E-mail office@tucsonleadership.org