



**Greater  
Tucson  
Leadership**



*Sept.  
2007*

## LINK TO LEADERSHIP

### GTL Names 2007 Tucson Leader of the Year, Kurth Scholar

Steven W. Lynn, Tucson Electric Power's Vice President of Communications and Governmental Relations, has been named



**Steven W. Lynn**

GTL's 2007 Tucson Leader of the Year. Lynn was recognized for his dedication to making positive change that affects the quality of life in Southern Arizona.

The Tucson Leader of the Year Award is given annually to a Tucsonan whose commitment and active involvement in the

community exemplifies proven leadership. Selection is based on GTL's mission and goals and consistent demonstrated leadership either by finding solutions for community problems, implementing positive change that affects the quality of life in Southern Arizona, initiating or facilitating programs that generate community dialogue, and/or increasing understanding and appreciation of diversity and encouraging responsible action that enhances Tucson's cultural richness.

La Monica Everett-Haynes, education reporter with the Tucson Citizen, was awarded GTL's 2007 Ronald L. Kurth Scholarship. Everett-Haynes, a graduate of the GTL 2007 Adult Leadership Class,



**La Monica Everett-Haynes**

was honored for her ongoing extensive community service. Everett-Haynes became

a Big Sister after experiencing the GTL social services issue day class.

The award was established in 1995 for the late Brigadier General Ronald L. Kurth. Kurth was a former Commander of the Arizona Air National Guard 162nd Fighter Wing stationed at Tucson International Airport. The award is presented to an individual from the GTL Adult Leadership class and is based on the recipient's past service to the Tucson community and dedication to effecting positive changes in Tucson and Southern Arizona in the future. The award is in keeping with Kurth's philosophy: "It's not how far you go in life that counts, it's what you leave behind."

### Reserve Your Seats Now for the "State of Small Business" Luncheon October 12

Don't forget to join GTL and United States Congressman Raul Grijalva for the "State of Small Business Luncheon" October 12, 2007 at the Manning House Downtown. The event will feature Congresswoman Nydia Velazquez of New York, Chairwoman of the House Small Business Committee and will highlight important issues facing America's small businesses.

The event will begin at 11:30 a.m. at the Manning House (450 W. Paseo Redondo.) Individual tickets are \$40 per person, and \$375 for a table of ten, with discounts available for GTL members and supporting sponsors.

Register online at  
[www.tucsonleadership.org](http://www.tucsonleadership.org)!

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lea@tucsonleadership.org

## President's Message



As a native Tucsonan with an interest in leadership and serving others, I want to share how Greater Tucson Leadership is developing and motivating leaders within our community.

Our successful Adult Leadership program continues to educate and inspire community leaders. In August, we welcomed the 2007 Fall Adult Leadership Class as they kicked off the year with the opening retreat in Tubac. This year's class is comprised of vibrant leaders all ready to enhance their knowledge of our great community. We also enhanced our program by welcoming Dr. Dave Fleming to serve as leadership coach for class participants. This will give each participant the opportunity to enhance their leadership skills through our "Leadership Challenge" (Kouzes and Posner) curriculum.

The Adult class is not the only area within GTL which has experienced growth and positive change. We recently added dynamic leaders and graduates from the 2007 Spring class to our board. They are: Carol Somers, Frank McCune and Jean Gage. They are energized and prepared to make a difference.

In addition, we have been working hard on gathering current data on our alumni. Be sure to complete the GTL Alumni Survey if you haven't already. We are utilizing the survey to identify features and events for future alumni activities. We've

also recently begun GTL Class Happy Hours. Graduates of 2004-2005: Be sure to save October 11<sup>th</sup> for your reunion!

GTL is once again hosting an event for Congressman Raul Grijalva. This years event will be "The State of Small Business" and feature Congresswoman Velasquez, Chair of the House Small Business committee. It will take place October 12<sup>th</sup> at the Manning House. Please contact our office for more information.

I invite you to participate in the Spring 2008 Adult Leadership Class. You can find information and applications at

[www.tucsonleadership.org](http://www.tucsonleadership.org)

I encourage all GTL Alumni to make the most of their Leadership experience and continue to stay involved. We need all of you to continue the success of making Tucson a better place to live and work.

Respectfully,

**Hilda Oropeza Chihak**

2002 GTL Graduate  
President of GTL  
Chief Executive Officer, Big Brothers Big Sisters of Tucson

**JOIN A GTL CLASS  
HAPPY HOUR**

Visit with some of your former classmates at the next Class Happy Hour at Terra Cotta (3500 Sunrise Drive.) Graduates from the 2004 & 2005 Classes will meet October 11, 2007 from 5:30 p.m.—7:30 p.m.

## GTL Honors 'Leadership Above and Beyond'

GTL honored some of the communities most important leaders at its *Leadership Above and Beyond Gala* Thursday, September 6, 2007.



Former U.S. Surgeon General Richard Carmona

The 17th Surgeon General of the United States Richard Carmona was keynote speaker and had some particularly motivating words. The event honored police, fire, and emergency services personnel who went "above and beyond" as community leaders.

Honorees were chosen from more than 40 agencies. Co-emcees for the evening were Lu-

pita Murillo of KVOA and Bobby Rich of 949Mixfm. Arizona Daily Star cartoonist Dave Fitzsimmons provided hilarious entertainment. The leadership award winners and the agencies they represent were:

Tucson Fire Dept.: Pat Quinn  
Pima Co. Emergency Response:  
Paul E. Taylor III  
Sahuarita Police: Matthew McGlone  
Pima Co. Sheriff's Dept.: Warren Alter  
Rural/Metro: Brian Hollman  
Marana Police Dept.: Sgt. Will Hess  
Oro Valley Police Dept.: Simon Emidy  
Northwest Fire Dept.: Randy Barrer  
Tucson Police Dept.: Fernando Valencia.

## GTL's New Leadership Coach Dr. Dave Fleming Shares Advice

The neighborhood in Phoenix where I grew up was a mixture of buyers and renters. It was fairly easy



Dr. Dave Fleming

to spot the difference between the two. Renters had what I call "bare minimum syndrome." Their attitude was, "hey, I don't own this, so why bother." Some of the lawns were so long and unkempt that they were on the list to be declared National wetlands (and we're talking about Phoenix here). Basically, as a kid, I figured *The Munsters* must have rented their house, because the rented houses on my street looked a lot like theirs.

Houses on my street that were *owned* were a different story. I mean the juxtaposition between the rented and owned houses was remarkable—particularly when they were right next to each other. Simply put, *owners cared*. They cared about their lawns, their roofs, their plumbing and the fact that the rented house looked like well...*The Munsters*. And that is why leadership matters.

*Leadership is about ownership.*

The best leaders create an environment of ownership in their organizations. They do this because they know that if people *feel* ownership, they will care about what they do (and about what happens to the organization). I coach a lot of leaders. One of the biggest complaints I

consistently hear from leaders is that their employees don't care enough about what happens to the company. The employees don't see or do the little and big things that would make a real difference. They don't take care of the lawn or pay attention to the shingles falling off the roof, if you will. It's normally at that point that I talk about—you guessed it—*The Munsters*.

So, what can you do to create ownership in your organization? Well, that's probably for another article. But, here are a few ideas:

- Give people a voice and really listen to them
- Include people, appropriately, in the decision making process.
- Hold people to high standards and celebrate victories

Creating a culture of ownership creates energy, innovation and yes, leadership. When people drive by your organization, they will immediately recognize that you and your employees are not renters.

Dr. Dave Fleming ([www.davefleming.org](http://www.davefleming.org)) is an author, speaker and leadership coach. He works with individuals and organizations to help position them for greater effectiveness and success. He is also the new leadership coach for GTL. To read more of Dave's muses go to:

[www.davefleming.typepad.com](http://www.davefleming.typepad.com). Contact Dave at: [dave@davefleming.org](mailto:dave@davefleming.org).

## GTL Executive Director honored with Local, National Awards

The Community Leadership Association (CLA) recently presented GTL Executive Director Lea Marquez Peterson with its Preceptor Award at the CLA's annual conference in Grand Rapids, Michigan in May. This national award recognizes executive or program directors for their outstanding communication skills, creativity, trusteeship, ethics, mentoring, and



GTL Executive Director Lea Márquez-Peterson is awarded the Preceptor Award.

dedication to the concept of strengthening and transforming communities.

Marquez-Peterson was also named one of *Inside Tucson Business's* 2007 "Women of Influence" for her efforts in improving the local business community. The business journal cited her enthusiasm for making an impact on policy by taking

the initiative to participate in community and governmental groups.

All her hard work also influenced the Spanish-language newspaper *El Imparcial* to name Marquez-Peterson one of the prominent Hispanics in Tucson.

## GTL Alum Jannie Cox to Retire

The Carondelet Foundation's CEO, Jannie Cox, is going to be ending nearly a quarter-century of service to the organization in January. And Cox is proud to say she attributes every one of her promotions to things she learned from her GTL leadership class in the 1980's.



Cox began her Carondelet career in marketing and took over the St. Joseph's, St. Mary's, and Holy Cross Foundations in 1987. She oversaw the merging of the three in 1993.

"It has been such a gift for me to spend the majority of my career at Carondelet," Cox said. "I have the most incredible support from my colleagues and the CEO and always have from the day I got here. That is not always the case in hospitals. They have allowed me to do the kinds of things that have helped us build this foundation into the most successful health care foundation in Southern Arizona."

## Alumni Notes

- Melissa Vito, a 1984 GTL Graduate was recently named the Vice Provost of Student Affairs and Dean of Students at the University of Arizona. Melissa has been employed at the UA for many years and is a recognized leader for her creativity and ability to involve the community at large in the University.
- Barrie Herr is the new president of the Our Family Board of Directors. Herr is a former GTL Alumni President and graduate of the 1982 Leadership Class.



Melissa Vito

### Don't miss the next GTL Alumni Reception!

Please join us for the next GTL Alumni Reception featuring the 2007 GTL Leader of the Year Steve Lynn. This is a great opportunity to network with fellow alumni while learning about important issues in our community. Mark your calendar for Thursday, September 27, 2007 at El Charro Downtown (311 N. Court Avenue from 5:30 p.m.—7:30 p.m. The event is \$10 for alumni and members and \$20 for guests. Please RSVP at [www.tucsonleadership.org](http://www.tucsonleadership.org).

## Welcome 2007 Fall Leadership Class Students!

More than 20 important members of Tucson's business community are taking advantage of a wonderful opportunity to improve their leadership skills in GTL's 2007 Fall Leadership Class. Please join us in welcoming them and sharing with them all that GTL has to offer.

**Anne-Marie Braswell**

*Public Relations Manager, Rural/Metro Fire Department*

**Brandon Marshall**

*Co-Director of African American Student Affairs,  
University of Arizona*

**Cathy Scheirman**

*Controller, YMCA of Metro Tucson*

**Chuck Burbank**

*Chief Operating Officer,  
Southern Arizona Mental Health Corp.*

**Ed Stolmaker**

*President/CEO, Marana Chamber of Commerce*

**Jason Baran**

*Intergovernmental Relations Program Manager,  
City of Tucson*

**Kelly McCoy**

*Battalion Chief, Northwest Fire District*

**Lisa Suarez**

*President/Broker, EMS Realty, Inc.*

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**PJ Lopez**

*Senior Associate Attorney,  
Mesch, Clark and Rothschild*

**Ramon Gaanderse**

*Executive Director, Metropolitan Pima Alliance*

**Sherie Steele**

*Director of Institutional Advancement,  
San Miguel High School*

**Suzette Colley**

*Vice President of Operations,  
Arizona Small Business Association*

**Tim Thomure**

*Water Program Supervisor, Tucson Water*

**Tim Mills**

*Continuing Teacher Education Advisor,  
University of Phoenix*

**Veronique Pardee**

*Attorney, SCF Arizona*

### Greater Tucson Leadership is taking applications for the Spring 2008 Adult Leadership Class.

The program begins January 11<sup>th</sup> with an overnight retreat. In addition, the course includes nine issue days that focus on challenges in our community. Deadline for application is November 16<sup>th</sup>, 2007. Applicants will be contacted at that time to schedule an interview with a panel of GTL graduates. Please download the application at [www.tucsonleadership.org](http://www.tucsonleadership.org). Tuition is \$1250 and scholarships are available. Please contact Lea Marquez Peterson, Executive Director at 520-512-5GTL with questions.

### Meet New GTL Leadership Class Student Ramon Gaanderse



Ramon Gaanderse has had his eye on GTL's leadership class for quite a while. Finally he has the opportunity to participate.

"I've been hearing great things about it," Gaanderse said. "I look forward to meeting new people I can make partnerships with."

Gaanderse is the Executive Director of the Metropolitan Pima Alliance, a non-profit dedicated to improving the quality of life and economic vitality of greater Pima County.



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### **GTL Grads Take on Community Projects**

Over the past 25 years, GTL has produced adult leadership programs to promote community leadership and to inspire action in issues that impact the Greater Tucson area. Our programs are held in the Spring and the Fall each year.

Now the organization is launching **GTL Community Projects** as an integral part of our Adult Leadership Program. These projects will be a great opportunity to make advances in local non-profits and give GTL graduates opportunities to share their expertise and leadership skills with those who need them.

Stay tuned for more details!

### *GTL Experiences noted in Tucson Citizen Article*

Recent Adult Leadership Class Graduate La Monica Everett-Haynes learned many useful things from those experiences, and pondered the meaning of leadership itself. She consulted several well-known local leaders for their thoughts and it became part of her article "Time to step up" in the July 2, 2007 edition of the Tucson Citizen. If you missed it you can see it by following this site: [www.tucsoncitizen.com/daily/frontpage/56217.php](http://www.tucsoncitizen.com/daily/frontpage/56217.php).

### **Congresswoman Giffords Speaks to Graduating Class**



Congresswoman Gabrielle Giffords was the keynote speaker at GTL's Spring Adult Leadership Class Graduation. Here are some of her inspiring words:

"Your graduation comes at a critical juncture for Tucson and Southern Arizona. In fact, your timing is impeccable! At more than any other time in Tucson's rich history, a centrifugal force has gripped our land. The force is pulling people together, sitting them down in rooms, demanding collaboration, forging a shared vision.

This force was at the heart of the Tucson Regional Town Hall that took place earlier this month. It can be credited with the passage of the Regional Transportation Authority. And, I must say that the 33 of you are an important part of this force for change in our Sonoran Desert."