



Winter 2008-2009

## Leadership Charlottesville Alumni Association Board

### Officers

Billie Campbell  
Marc Johnson  
Beth Vanda  
Jim Salsini

### Ex-Officio Directors

Carrie Shaeffer  
Jann Ross

### Directors

Neal Bennett  
Lynne Billman  
Pete Caramanis  
Rick Fore  
Jennifer McKeever  
Sam Morris  
Hannah Catherine Munro  
Elizabeth Swider  
Rebecca "Becky" Weybright

### 2008-2009 Class

#### Representatives

Sasha Cohen Farmer  
Fred Greer

*LCAA is a group of graduates of the Leadership Charlottesville program of the Charlottesville Regional Chamber of Commerce, dedicated to supporting Leadership Charlottesville and to nurturing the community connections developed during participation in the program.*

# LEADERSHIP LINK

*The newsletter of the Leadership Charlottesville Alumni Association*

## LCAA Annual Luncheon

LCAA held its Annual Luncheon on January 21, 2009 at Glenmore Country Club. The meeting began with a report from the LCAA Board and election of the 2009 Board of Directors. LCAA presented its annual Leaders' Leader Award to Sue Friedman, President and CEO of the Alzheimer's Association, Central and Western Virginia Chapter. The keynote speaker for the event was Kevin L. Marshall, Director of the Federal Executive Institute (FEI). LCAA also played a segment from Wordplay, the premier fundraising event of the Literacy Volunteers of Charlottesville/Albemarle (LVCA), LCAA's signature community partner for 2009.

## Leaders' Leader Award

LCAA presented its 2009 Leaders' Leader Award to Sue Friedman, President and CEO of the Alzheimer's Association, Central and Western Virginia Chapter. Friedman, who graduated from Leadership Charlottesville's Class of 2000, was recognized for her many contributions to the community, including her service as chair of the Albemarle County School Board, member of the Leadership Charlottesville Development Council, and member of the I Have A Dream Foundation.



A group of Leaders' Leaders: L to R: Susan McGinnis, Tracey Linkous, **2009 Leaders' Leader Sue Friedman**, Sally Thomas, Bryan Elliott, and Sue Lewis

LCAA Past President Carrie Shaeffer led the selection team and presented the award. In her remarks, Carrie said "Sue rallies us as leaders to do more and give more. She has not only succeeded in her chosen field, but has served our community by giving of herself, her time and her leadership, wherever necessary." Carrie shared quotes from other community leaders on the qualities that led to Sue's selection for this honor. 2005 Leaders' Leader Jeff Gaffney said, "When you are involved with an issue that needs energy and enthusiasm and you meet Sue, you know you are in the right hands." Describing Sue's work as a member and chair of the Albemarle County School Board, School Superintendent Dr. Pam Moran stated that "Sue has the courage to make tough decisions, confidence that what she does is the right thing to do for the people she serves, and the creativity to innovate in collaboration with others." Sue has led the planning for and participated in many sessions for Leadership Charlottesville since her participation in the Class of 2000. She served on the Leadership Charlottesville Development Council and helped to create the LC core curriculum recommended by the Chamber's Task Force. Her love of the community and her commitment to Leadership Charlottesville were key factors in selecting her as the 2009 Leaders' Leader.

See the full list of past winners at <http://www.cvillelcaa.com/leader.htm>.

## 2009 LCAA Board of Directors

LCAA is led by a Board of Directors, elected by the LCAA membership at the Annual meeting. The Board includes:

- Four officers: President, Vice President, Secretary and Treasurer
- Two ex-officio members: the immediate past President and the director of the LC program
- Two to eleven elected directors serving three-year terms
- Appointed directors: two directors appointed by the previous year's class to represent their interests.

The LCAA membership elected the 2009 LCAA Board of Directors at the Annual Luncheon.

### Thanks to our Outgoing Board Members!

LCAA members rotating off the Board of Directors were recognized at the annual luncheon.

- Sue Lewis, (LC1985), Secretary
- Russell "Mac" Lafferty (LC2001), Director
- Linda Scott, Glenmore Country Club (LC2003), Director
- Adrienne Weinberger, Studio 95 LLC (LC2002), Director
- Susan Bundy, Manufactured Housing Enterprises (LC1987), Director

A big **thank you** for your service to LCAA!



## 2009 LCAA Board of Directors

President

**Billie Campbell** (LC2002)

Thomas Jefferson PDC

Vice-president

**Marc Johnson** (LC2005)

Sorensen Institute for Political Leadership

Secretary

**Beth Vanda** (LC2005)

Vanda Visions

Treasurer:

**Jim Salsini** (LC2005)

State Farm Insurance

Past President:

**Carrie Shaeffer** (LC2001)

Barton Malow

L.C. Director

**Jann Ross** (LC1999)

Chamber of Commerce

Director – Class of 2009

**Neal Bennett** (LC2005)

WVIR TV NBC 29

Director – Class of 2009

**Becky Weybright** (LC2006)

CRHA

Director – Class of 2009

**Lynne Billman** (LC2001)

NGIC

Director – Class of 2010

**Hannah Catherine Munro** (LC2006)

Virginia High School League

Director – Class of 2010

**Rick Fore** (LC2001)

Roy Wheeler Realty Company

Director – Class of 2010

**Sam Morris** (LC2003)

Michie Tavern

Director – Class of 2011

**Jennifer McKeever** (LC2005)

Jones & Green, LLP

Director – Class of 2011

**Elizabeth Swider** (LC2007)

Care is There

Director – Class of 2011

**Pete Caramanis** (LC2006)

Tremblay Smith, LLP

2008 Class Representative

**Sasha Cohen Farmer**

Montague Miller & Co. Realtors

2008 Class Representative

**Fred Greer**

The Daily Progress (Media General)



Visit the LCAA web page at [www.cvillelcaa.com](http://www.cvillelcaa.com)

## Signature Community Partner



LCAA Board selected Literacy Volunteers of Charlottesville/Albemarle (LVCA) as our signature partner for 2008-2009. LVCA is an independent, non-profit organization that offers free, confidential, individualized basic literacy and ESL instruction to adults. LCAA will be working with them to promote their premier fundraising event in the spring of 2009, Wordplay.

Wordplay is a challenging live game show that includes vocabulary, literature and trivia played in teams of three. Wordplay 2009 will take place on April 23 at the Omni.

LCAA will be helping to solicit sponsors and promote Wordplay. LCAA has great connections in the community, and we need to draw on those to contribute to Wordplay's success. This is a tough environment for fundraising and LVCA will need to reach beyond their past supporters to create new connections in the community. LCAA is a natural partner for LVCA, since we are leaders in the community and have strong relationships throughout the region. LVCA has provided LCAA with a list of potential sponsors. Their team is contacting those within their sphere of connections, but is looking to LCAA to expand their reach and to make connections on their behalf with potential sponsors yet unknown to them.

If you would like to join our team, please contact Marc Johnson at [rmjohnson@virginia.edu](mailto:rmjohnson@virginia.edu) to get connected!

Visit <http://cvillewordplay.org/>



**The Leadership Charlottesville Alumni Association's mission is to support Leadership Charlottesville graduates in dynamic community leadership opportunities and to inspire active community involvement.**

Specifically, the Leadership Charlottesville Alumni Association strives to:

- Support the Leadership Charlottesville program of the Charlottesville Regional Chamber of Commerce;
- Provide networking opportunities for graduates of the program to maintain and enhance their relationships with each other and the community;
- Promote awareness of and participation in community organizations.



### Keynote Address – Albatross Moments

Kevin Marshall, Director of the Federal Executive Institute (FEI) since 2007, delivered the keynote address at the LCAA Annual Luncheon. FEI was founded by Lyndon Johnson in 1968 to provide training to government executives. FEI runs as a business and does not receive any federal apportionments. Its catalog of courses covers the full gamut of leadership programs, offered on an open enrollment basis. FEI teaches leadership based on two primary principles:

- The United States Constitution
- Values based leadership

FEI teaches people how to think about leadership. Especially important for LCAA was Mr. Marshall's observation that there is no better training ground for leadership than being a leader in a volunteer organization.

**Albatross moments:** As an analogy to leadership, Mr. Marshall shared information about the albatross, a large seabird that is the most efficient flyer of all birds. They can fly 3,000 miles in a single journey and can even fly while sleeping. Their breeding ground is an island which is a plateau of rock. Fledglings spend their first months eating and walking around the plateau, flapping their wings to gain the strength and endurance needed to fly. Standing at the edge of the island before its first flight, looking down 250 feet to the tiger sharks below, we can imagine the fledgling thinking "**Am I ready for this?**"

Leaders have these same albatross moments every day. Being a leader is the hardest but most satisfying path we can follow.

## Community Partners

In addition to Literacy Volunteers of Charlottesville Albemarle (LVCA), LCAA has also selected several other organizations as partners for this year. The following Leadership Charlottesville Alumni Association Community Partners have specific volunteer needs in the Spring of 2009.

Contact Marc Johnson at 434-982-4527 or [rmjohnson@virginia.edu](mailto:rmjohnson@virginia.edu) to let him know how you would like to help. Marc or someone from LCAA's Community Involvement Committee will send you more detailed information and connect you with the organization.



**Clark Elementary School's Book Buddies** program needs volunteers, book buddies, mentors, and others to help promote their after-school reading programs for at-risk students. Book Buddies is a research-based one-on-one tutorial program that supports reading instruction in the classroom. It enlists trained community volunteers to provide instruction to first and second grade students who need extra support in literacy acquisition. The program is in its twelfth year of operation in the school division. There are approximately 120 tutor-student pairs who are supervised by eight reading specialists at five elementary schools.

LCAA will be leading a volunteer day with **Charlottesville Youth and Family Services**



this spring. We will be helping them with their new facility installing a playground, fencing and some other general yard work. Date TBD.

**The Charlottesville Community Scholarship Program (CCSP)** is a unique public-private venture, established by Charlottesville City Council in 2001 to assist low- and moderate-income city residents and employees of the city and city schools who want to continue their education after high school.

CCSP's mission is to help our neighbors achieve their dreams of higher education. To serve this mission, the CCSP Board actively raises funds, markets the program and scholarships to the community, and distributes scholarships to deserving recipients.

**Food for Thought** is the annual fundraising event of the Community Scholarship Program. Each February, CCSP invites the entire Charlottesville community to help support the program by participating in Food For Thought. On February 17, 2009, generous area restaurants will contribute a percentage of their proceeds to CCSP. You can support the scholarship fund by simply enjoying a meal at a participating restaurant with your family and friends. More information about the event, including participating restaurants, is available at [www.cvillescholarship.org](http://www.cvillescholarship.org).



The Virginia Discovery Museum provides a wide variety of programming for children in our area to promote hands-on learning. The **Museum's Discovery Dash** is intended to promote healthy living among children and is the only community-wide children's race in central Virginia. The event consists of races for children from 5-14. The VDM needs people who are interested in helping to make this year's Dash on May 23 a big success.

## Fall Social at Virginia Discovery Museum

Many thanks to Peppy Linden (1990), Director of the Virginia Discovery Museum, for inviting LCAA to a private after-hours reception and viewing of a traveling Smithsonian Institution exhibition. LC graduates gathered at the museum after work on Tuesday, November 25 for a fall social showcasing the exhibit *New Harmonies: Celebrating American Roots Music*, a traveling exhibition of the Smithsonian Institution. Through a selection of photographs, recordings, instruments, lyrics and artist profiles, this exhibit explored the distinct cultural identities of American music. As Americans from a variety of heritages shared cultural influences, musicians found new ways to play unique sounds learned from new neighbors on traditional instruments. The inevitable intermingling of musical influences created exciting new sounds--new American music.



## LC1990 Class Reunion

On Tuesday, October 28, members of the LC1990 class gathered at the Virginia Discovery Museum for a class reunion. Peppy Linden and Sally Thomas planned the reunion, including researching current contact information for class members. Peppy and Sally graciously provided that hard-won data to LCAA to update its records. The class enjoyed the *New Harmonies* exhibit and catching up with one another. Your LC class may also want to consider planning a reunion. What a great way to re-connect with your LC classmates.



Billy Bolton, Sally Thomas, Mary Jane King, Maureen Wellen (front row). Syd Knight, Scott Wawner, Peppy Linden, Bryan Elliott (back row).

## LC Grads Plan LC Sessions

Leadership Charlottesville graduates were key players on the planning teams for the sessions for the 2008-2009 LC Class. The lists below show all members of the planning teams, with LC graduates highlighted in blue.



### History/Government & Politics

Marc Johnson, Sorensen Institute (Coordinator)  
Maurice Jones, City of Charlottesville

### The Economy of Greater Charlottesville

Tim Hulbert, Chamber President (Coordinator)  
Mike Harvey, TJPEC  
Michael Shareck, Holtzbrinck Publishers

### The Changing Face of Greater Charlottesville

Billie Campbell, TJPDC (Coordinator)  
Lilian Peake, Thomas Jefferson Health District  
Gloria Rockhold, Albemarle Co. Public Schools  
Elizabeth Swider, Care is There  
Peter Thompson, The Senior Center, Inc.  
Martha Trujillo, United Way-TJA

### Health & Human Services

Rudy Beverly, MACAA (Coordinator)  
Jon Nafziger, United Way-TJA  
Erika Viccellio, Charlottesville Free Clinic  
Becky Weybright, CRHA

### Criminal Justice

Jann Ross, LC Director (Session Coordinator)  
Althea Brooks, University of Virginia  
Paul Coleman, Coleman-Creasy Insurance Agency  
Laura Horn, LC Class of 2006  
Jim Salsini, State Farm Insurance

### Cultural Enterprise & the Arts

Hannah-Catherine Munro, Virginia High School League (Coordinator)  
Carrie Shaeffer, Barton Malow Co.  
Barbara Lundgren, Barb Wired LLC  
Linda Scott, Glenmore Country Club  
Beth Vanda, Union Bank & Trust

### Education

Valerie Palamountain, PVCC (Coordinator)  
Sue Bell Friedman, Alzheimer's Association  
June Jenkins, Albemarle County Public Schools  
Donna Plasket, University of Virginia School of Continuing and Professional Studies

### Communications & the Media

Neal Bennett, WVIR-TV NBC 29 (Coordinator)  
Ric Barrick, City of Charlottesville  
Shirley Cauley, University of Virginia  
Paula Gunter, Scott & Stringfellow  
Crystal Cameron, WVIR-TV NBC 29

## Alumni News

Congratulations to **Peter Thompson (LC96)** for the Senior Center, Inc.'s selection as the 2009 NuStep Pinnacle Award winner. The award signifies that the Center is living up to its mission and vision of involving, enriching and empowering seniors in our community. The award was established to recognize excellence in older adult wellness programs. Award winners use creativity to provide programs, environments, and services that address the six dimensions of wellness: Physical, Social, Emotional, Spiritual, Intellectual, and Vocational. For this year, NuStep redefined the criteria of the award to focus on older adult wellness programs that support the whole person wellness model. Peter has served as the Executive Director of the Senior Center, Inc. since 1999.



**Jeffrey R. Stafford (LC04)** is now the Publisher for Virginia Continuing Legal Education, which is a non-profit division of the Virginia Law Foundation. You can reach Jeffrey at 434-951-0060 or [stafford@vacle.org](mailto:stafford@vacle.org)

**Susan Seidler (LC99)** recently had her territory expanded for community outreach for SeniorNavigator. In addition to Charlottesville and the surrounding counties, she is now also responsible for Culpeper, Madison, Orange, Fauquier and Rappahannock Counties. Susan Seidler was also interviewed for an article on the country's healthiest cities for seniors, which appeared in the fall 2008 issue of AARP Magazine.

**Terry Woodworth (LC97)** has joined Shine Systems & Technologies (SHINE). SHINE was launched in late Fall 2007 as a values-based consultancy focused to enable success through the best services, proven practices, and unparalleled innovation. You can reach Terry at 434.987.8066 or [TWoodworth@ShineSandT.com](mailto:TWoodworth@ShineSandT.com).



**Steve Blaine (LC90)** of LeClairRyan was selected for inclusion in the 2009 edition of *The Best Lawyers in America*, released in September 2008. Steve was listed under the specialties of Administrative Law and Real Estate Law. Each year's list is compiled by conducting exhaustive peer-review surveys in which thousands of leading lawyers confidentially evaluate their professional peers. The current 14th edition is based on more than two million detailed evaluations of lawyers by other lawyers.

## Message from President Billie Campbell

LCAA is off to a great start for 2009. Our Annual Luncheon at Glenmore Country Club was a great success with strong attendance, an outstanding Leaders' Leader, a compelling keynote address, an enjoyable demonstration of Wordplay and an opportunity to reconnect with our classmates and other graduates of the Leadership Charlottesville program. It was great to see the excitement in the room as LC alumni took full advantage of the opportunity to network and socialize.

Many people contributed to planning the luncheon event. Hannah Catherine Munro led the planning effort and coordinated the myriad details. Jann Ross suggested the keynote speaker and got the event on Kevin Marshall's calendar months ahead of time. Carrie Shaeffer led the selection team for the Leaders' Leader and interviewed key leaders in the community on their experiences in working with Sue Friedman. Maggie Pearson handled publicity for the event, creating the on-line invitation and preparing and distributing the media advisory and press release. Sue Lewis selected the gifts for outgoing board members and the keynote speaker. Marc Johnson invited Literacy Volunteers of Charlottesville Albemarle to present a segment of Wordplay. Linda Scott handled the arrangements with Glenmore Country Club. Jim Salsini collected dues and luncheon payments. It's gratifying to have so many talented and committed leaders to call on and to see the parts come together so seamlessly. What a great organization this is!

Our 2009 Board of Directors provides continuity from last year, as well as new faces. We welcome Pete Caramanis to the Board as a new director and the 2008-2009 Class Representatives Sasha Farmer and Fred Greer. Fulfilling our commitments to our community partners will be our main task this year. With the talent and commitment of our LC Alumni, we will meet that challenge.

To become part of the effort to bring LCAA resources to bear on behalf of our Signature Partner and other community partners, contact LCAA Vice President Marc Johnson [rmjohnson@virginia.edu](mailto:rmjohnson@virginia.edu). I also welcome your comments and participation to make LCAA an even stronger force in our community.

Sincerely,  
Billie Campbell  
[bcampbell@tjpcdc.org](mailto:bcampbell@tjpcdc.org)

**Dennis Mockler (LC08)** has been named as a Board member of the American Red Cross Central Virginia Chapter for 2008-2009. The Central Virginia Chapter serves a population of over a quarter of a million, encompassing the City of Charlottesville and the Counties of Albemarle, Fluvanna Greene, Louisa and Nelson.

Congratulations to **Suzanne Brooks (LC87)** on her selection as one of the Daily Progress' Distinguished Dozen. Suzanne was selected for her many contributions to the community. The article credited her participation in Leadership Charlottesville as a factor in her commitment to community service.



**Barb Lundgren (LC00)** headed up the planning for First Night Virginia as the Executive Director for the event. Ticket sales went up for the event this year,

bringing 8,000 people to Charlottesville to experience nearly 70 New Year's Eve events.

### LC Class Selects Projects

At the "Leadership in Action" session on November 21, 2008, the LC Class of 2008-2009 selected projects and divided into five teams. The project summaries and team members are:

**The Habitat Store** - Work to increase the marketing of the Habitat Store, with a focus on empowering women to feel more comfortable in the store. Team: Dan Hennicke, Annette Jackson, Paul Knodel, Eric Lund, John Neal, and Leontyne Peck.

**Thomas Jefferson Health District** - Work to promote the Local Motion Campaign, especially towards small and medium sized businesses with a goal of promoting physical activity among their employees. Team: Beth Barber, Henry Graff, Fred Greer, Sue Liberman, Jesse Lynn, Patty May and Samuel Saunders.

**WorkSource Enterprises** - Develop a name awareness and marketing plan to enhance the "branding" of WorkSource and Breadworks. Team: Betsy Dance, Alexandra Edeleanu, Jay Fritz, Hollie Lee, Joel Litchfield, Joan Tepper, and Jeff Ulmer.

**Smart Beginnings** - Promote community awareness of Smart Beginnings and the importance of school readiness, including identification of effective outreach strategies. Team: Carol Coffey, Tom Cox, Linda Kolker, Dennis Mockler, Michael O'Donnell, and Anita Showers.

**Youth Mentoring** - Create a public awareness campaign to encourage volunteer mentors for children from low-income families in order to help children raise their expectations for themselves. Team: Lance Blakey, Luvelle Brown, Kim Connolly, Marguerite David, Sasha Farmer, Lauren Hildebrand, Laura Knox, and Melissa Soutter.

### Winter Social at Michie Tavern

Our Winter Social is scheduled for Wednesday, February 25 from 5:30 to 7:30 p.m. at Michie Tavern. Many thanks to Sam Morris (LC2003) and Greg MacDonald (LC1984) for graciously opening up the Keeping Hall at Michie Tavern for this annual event. The event will feature **one-minute networking** to give LC grads the opportunity to share updates and announcements of upcoming events. To register, contact Linda Scott at [lscott@glenmorecountryclub.com](mailto:lscott@glenmorecountryclub.com).



### Upcoming LCAA Event:

**Winter Social** at Michie Tavern, Wednesday, February 25, 2009, 5:30-7:30 p.m.

### Upcoming Community Partner Events:

**Food for Thought**, to benefit the Community Scholarship Program, at participating area restaurants, February 17, [www.cvillescholarship.org](http://www.cvillescholarship.org)

Charlottesville Chapter of Delta Sigma Theta Sorority **Jabberwock** Debutante and Talent Showcase, Paramount Theater, March 28, 2009, <http://www.cvilledst.org/events>

Literacy Volunteers of Charlottesville/Albemarle (LVCA), **Wordplay**, at the Omni Hotel, April 23, 2009, <http://cvillewordplay.org/>

The Virginia Discovery Museum **Discovery Dash**, May 23, 2009

To volunteer, contact Marc Johnson at [rmjohnson@virginia.edu](mailto:rmjohnson@virginia.edu)

**LCAA is entirely supported by membership dues. Your dues are essential for LCAA to continue its activities, which include:**

- Recruiting applicants for the Leadership Charlottesville program
- Providing scholarships for LC
- Reception for LC class at opening session
- Annual Luncheon and Leaders' Leader award
- Social events
- Community Service
- Membership Directory
- List-serv
- Newsletter
- Our website at [www.cvillelcaa.com](http://www.cvillelcaa.com)

**Dues-paying LCAA alumni receive free or reduced admission to LCAA events, a copy of the alumni directory, and access to password-protected features of our new LCAA website.**

To pay your 2009 dues, please send your check for \$25 payable to Chamber of Commerce/LCAA to:

Charlottesville Regional Chamber of Commerce  
PO Box 1564  
Charlottesville, VA 22902

Please include:

- A memo on the check or a note indicating your name and LCAA 2009 dues
- Your current contact information so we can update our records

**Mark these dates on your calendar:**

**February 25** – LCAA Winter Social  
5:30 to 7:30 p.m. at Michie Tavern

**May 27** - LC Class of 2008-2009 Graduation  
Chamber of Commerce Spring Luncheon

*Leadership Link is produced by the  
Communications Committee of the Leadership  
Charlottesville Alumni Association*

---

**Leadership Charlottesville Alumni Association  
c/o Billie Campbell  
PO Box 1505  
Charlottesville, VA 22902-1505**