



LEADERSHIP WEST MICHIGAN

The mission of Leadership West Michigan is to equip leaders for regional collaboration by...



- Fostering commitments to serve for the benefit of the West Michigan region
- Increasing understanding and awareness of the regional opportunities and threats
- Developing and strengthening networks of decision makers to encourage cooperation and make better informed choices

A Program of the



Grand Haven • Grand Rapids • Holland • Muskegon

2009 PROGRAM SCHEDULE

All days are from 8am until 5pm unless otherwise noted. Each class will meet in a different location in West Michigan (Kent, Ottawa and/or Muskegon counties). Locations will be announced at Orientation.

ORIENTATION

Thursday, August 27 from 4:00pm to 7:00pm

CREATING A REGIONAL MINDSET

Bus tour of region and overnight stay

Thursday & Friday, September 10 & 11 from 8am 9/10 to 5pm 9/11

PUBLIC GOVERNANCE

Thursday, September 24

LAND USE

Thursday, October 8

EDUCATION

Thursday, October 22

ECONOMIC DEVELOPMENT

Thursday, November 5

HEALTHCARE AND HUMAN SERVICES

Thursday, November 19

WRAP UP/NEXT STEPS/GRADUATION

Thursday, December 3 – 8am to 6:00pm

OBJECTIVES

- The program will link topic-specific sessions in a continuous framework of learning.
- Hands-on, minds-on exercises will help participants digest and apply the rush of information about regional strengths and weaknesses, challenges and opportunities
- Participants will be exposed to a variety of national, regional and local leaders who are experts exploring interrelated systems, challenges and issues defining the West Michigan region.
- Groups will develop a rich, collectively-created picture of the opportunities that are available to leaders in this region through the guidance of an independent research and innovation expert experienced in experiential learning, applied anthropology and creative problem solving.

LEADERSHIP WEST MICHIGAN ALUMNI TESTIMONIALS

“The LWM Program of 2003 was a great experience. The bus tour of the region was particularly helpful in understanding the issues, opportunities and challenges facing our region. Holding the classes in a wide range of locations really drove home the points that were being made. We are fortunate to have this wonderful part of the world to live in. This program is a necessity for anyone considering a leadership role in West Michigan whether their role is education, faith, business or government. The success of our region is dependent on having enlightened leadership and this program is precisely the right resource to create enlightened minds.”

Steve Wisneski, President
Creative Benefit Systems, Inc. (LWM 2003)

“The days are long gone that we, in West Michigan, can identify ourselves just as citizens of Grand Rapids, Holland, Muskegon, or Grand Haven. We are citizens of West Michigan. Our boundaries are quickly blending together. Our resources and issues are the same. We need to continue to rely on each other to create a thriving and dynamic West Michigan Region. Leadership West Michigan is the best vehicle to expand our thinking, learning, and networking to maximize our economic viability.”

Brian Cloyd, Vice President Global Corporate Relations
Steelcase (LWM 2004)

“LWM is a great program to better understand regionalism. As a participant you are exposed to many leaders in the region and learn about successes and opportunities. It is also a great networking opportunity as you work with the other participants in the class.”

Gwen Auwerda
JCI, Holland (LWM 2007)

“Our standard of living in the 21st Century will be determined by our regional competitiveness in the global economy. Like it or not, we are joined as neighbors in this big neighborhood called West Michigan. We all need to develop and hone our regional mindset. The LWM program exceeded my expectations on every level; quality of class, diversity of topics, quality of content and effectiveness of the facilitation.”

Bill Guest, President and Managing Director
Metrics Reporting (LWM 2007)



LEADERSHIP WEST MICHIGAN is the “next step” in community-based leadership programs that help make West Michigan the region the world needs us to be.

A program of the West Michigan Chamber Coalition, Leadership West Michigan is the result of a collaboration between the Chambers of Commerce of Grand Haven/Spring Lake/ Ferrysburg, Grand Rapids, Holland, Muskegon and their respective leadership programs.

LWM LEADERS ARE ABLE TO...

- Demonstrate leadership in some area of their lives
- Learn the concepts of regional thinking and are motivated to apply this experience as a regional trustee
- Represent a cross-section of businesses, professions, organizations, ages, genders, cultural perspectives, ethnic backgrounds, and geographic areas throughout the West Michigan Region
- Attend and participate in all the program sessions
- Invest time, resources, and talents into strengthening the West Michigan region upon completion of the program

LWM LEADERS WILL...

- Strengthen the economic and social position of West Michigan in the global economy
- Create a connection to existing and emerging regional leaders
- Increase local consciousness among local decision makers
- Create visibility for West Michigan on the national and international stage
- Gain a new perspective that can lead to new business opportunities and growth
- Bring in broader thinking skills as they relate to working in a diverse global economy

LWM LEADERS UNDERSTAND AND SUPPORT SUSTAINABILITY & THE TRIPLE BOTTOM LINE

ECONOMIC PROSPERITY is derived from the resources generated by our regional economy and is vital for our quality of life.

SOCIAL JUSTICE is strengthened and the vitality of our region will be determined by our ability to understand and embrace different demographic and geographic perspectives.

ENVIRONMENTAL INTEGRITY is successfully sustained through preservation, protection and management of our region’s unique and precious environmental assets using a collaborative regional approach.

OUR LEADERS THINK GLOBALLY, ACT LOCALLY AND PARTICIPATE REGIONALLY

LWM views the local priorities through a global lens; by viewing the region in a global context and local communities in a regional and state context.

We strive to:

- Support sustainable growth (Triple Bottom Line)
- Nurture and attract human capital
- Foster public-private partnerships
- Support collaboration among citizens and organizations



APPLICATION FORM FOR



Complete this form and return to LWM (address, fax, email information on reverse side) by June 29, 2009. Selection notification will be completed by July 27, 2009. You may also access this application at www.leadershipwestmichigan.com. Upon your selection as a class participant, a letter of acceptance will be mailed to you along with an invoice.

PERSONAL

| | | | |
|--------------|------------|------------|-------------|
| FIRST | M.I. | LAST | FOR NAMETAG |
| HOME ADDRESS | | | |
| CITY | COUNTY | STATE | ZIP |
| HOME PHONE | CELL PHONE | HOME EMAIL | |

EMPLOYMENT

EMPLOYED RETIRED SELF-EMPLOYED OTHER (EXPLAIN) _____

| | | | |
|------------------|---|-------------------|---|
| EMPLOYER COMPANY | TITLE | | |
| EMPLOYER ADDRESS | HOW LONG? | | |
| CITY | COUNTY | STATE | ZIP |
| WORK PHONE | WORK FAX | WORK EMAIL | |
| SEND EMAIL TO | <input type="checkbox"/> HOME <input type="checkbox"/> WORK | SEND USPS MAIL TO | <input type="checkbox"/> HOME <input type="checkbox"/> WORK |

DEMOGRAPHICS

HOW LONG HAVE YOU LIVED IN WEST MICHIGAN? ____/YRS. WORKED IN WEST MICHIGAN? ____/YRS.

IN WHAT OTHER COMMUNITY LEADERSHIP PROGRAM(S) HAVE YOU PARTICIPATED?
 GH GR HOLLAND MUSK NONE OTHER _____

(OPTIONAL, BUT HELPFUL TO ENSURE CLASS DIVERSITY)

HIGHEST LEVEL OF FORMAL EDUCATION HS GED ASSOCIATES BS/BA MA/MBA PHD JD

CHAMBER MEMBERSHIP GH GR HOLLAND MUSK NONE OTHER _____

IF YOU HAVE ATTENDED A DIVERSITY PROGRAM, WHICH ONE? _____

| | | |
|----------------|---------------|--------|
| ETHNICITY/RACE | DATE OF BIRTH | GENDER |
|----------------|---------------|--------|

NOTE: PREFERENCE WILL BE GIVEN TO GRADUATES OF LOCAL COMMUNITY LEADERSHIP AND/OR DIVERSITY PROGRAMS AND TO CHAMBER MEMBERS

COMMUNITY SECTOR INVOLVEMENT/ACTIVITIES

| | | | |
|---|---|---|---|
| <input type="checkbox"/> ARTS | <input type="checkbox"/> FAITH ORGANIZATION | <input type="checkbox"/> LABOR | <input type="checkbox"/> RETIRED |
| <input type="checkbox"/> COMMUNITY/NON/PROFIT | <input type="checkbox"/> FINANCE | <input type="checkbox"/> LAW | <input type="checkbox"/> SMALL BUSINESS |
| <input type="checkbox"/> CONSULTANT | <input type="checkbox"/> GOVERNMENT | <input type="checkbox"/> MANUFACTURING | <input type="checkbox"/> SOCIAL SERVICE |
| <input type="checkbox"/> EDUCATION | <input type="checkbox"/> HEALTHCARE | <input type="checkbox"/> ADVERTISING/PR | <input type="checkbox"/> UTILITIES |
| <input type="checkbox"/> ENVIRONMENT | <input type="checkbox"/> INFORMATION TECH | <input type="checkbox"/> RETAIL | <input type="checkbox"/> OTHER _____ |

INVOLVEMENT

ACCORDING TO YOUR PERSONAL PRIORITY, TO WHAT ORGANIZATIONS DO YOU BELONG/HAVE BELONGED

| | |
|------|----------|
| NAME | DURATION |
| NAME | DURATION |
| NAME | DURATION |
| NAME | DURATION |
| NAME | DURATION |

LWM EXPECTATIONS

What do you hope to gain by participating in Leadership West Michigan?

If you need more space, please feel free to enclose a separate sheet.

TUITION

Tuition for LWM is \$2,750/participant payable by August 10, 2009.

PAYMENT

Checks/VISA/MasterCard are accepted.

MAKE CHECKS PAYABLE TO

Muskegon Chamber of Commerce Foundation and mail to West Michigan Chamber Coalition • P.O. Box 6963 • Grand Rapids, MI 49516.

Special payment arrangements may be considered in limited circumstances.

Tuition includes all costs: retreat, hotel lodging, all meals, major speaker events, and deluxe motor coach when applicable.

Tuition does not include transportation to meeting sites.

Tuition may be tax-deductible (please see your financial advisor).

FINANCIAL ASSISTANCE

To assure diversity in each class, partial financial assistance may be extended to qualified participants with special financial needs. Financial assistance applicants will be notified by July 25, 2009. Please explain your personal or organization's financial need prompting you to apply for this assistance. Include the amount you can commit (required) and the amount of scholarship you are requesting.

CANCELLATIONS / REFUND POLICY

- Cancellations received between August 10 and August 17, 2009 will be refunded in full less a 15% processing fee. Cancellations received after August 18, 2009 WILL NOT BE REFUNDED.
- NO REFUND OF FEES will be made in the event of dismissal from the Leadership West Michigan program as the result of non-attendance or other reasons as determined by the Executive Director and the Executive Committee.
- Further information is available from Julie Metsker, Executive Director, 616-771-0584 or j.metsker@wmchamber.org

COMMITMENT

Applicants must have the endorsement of their employer (if employed) to affirm their commitment to the program. Attendance at all program sessions is mandatory in order to achieve the full value of the program for all participants. If you feel you cannot adjust your schedule to accommodate these dates, we suggest you apply at a future time.

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If selected, this employee will have my full support for the time required to participate in Leadership West Michigan.

Employer's signature (if applicable)

Date

Title

If selected, I will participate and devote the time required to complete the Leadership West Michigan Program

Applicant's signature

Date

Title

APPLICATION SUBMISSION

Julie Metsker, Executive Director, Leadership West Michigan / P.O. Box 6963 • Grand Rapids, MI 49516 / Fax: 888-776-7457
Phone: 616-771-0584 / E-Mail: j.metsker@wmchamber.org / Website: www.leadershipwestmichigan.com