

## Leadership Santa Rosa Class XXVII Program Description Selection Criteria

Thank you for your interest in Leadership Santa Rosa, an educational program intended to develop and equip effective community leaders. The following information is intended to give you a detailed overview of the LSR program.

### PURPOSE AND DESCRIPTION

The purpose of the Leadership Santa Rosa Program is to identify, develop, and equip effective community leaders who will help create or support a spirit of cooperation for the resolution of future community challenges. The program is designed to meet these challenges by providing a series of ten, full-day seminars with community "movers & shakers." Exposure to pertinent issues, broad thinkers, and the richness of Sonoma County is intended to:

- Educate future leaders about a broad range of current community needs and concerns
- Encourage informed individuals to serve the community in leadership roles of their choice
- Enhance community leadership and management skills

### SELECTION CRITERIA

Selection to the LSR Class XXVII program will be done according to the following criteria:

- Demonstrated active participation and leadership in professional and/or community organizations
- Employment or clearly demonstrated active community involvement
- Intention to remain in Sonoma County for at least three years. Length of residence or employment in Sonoma County is weighed in the selection process

In summary, ideal candidates have demonstrated active personal involvement in community affairs and have taken personal responsibility and initiative in addressing one or more specific community needs. Such individuals may be "emerging" leaders or "established" leaders in any arena. The experiences of these individuals are in contrast to passive, dues-paying membership in organizations. The objective of the program is to enhance the ability of these individuals to serve their community by increasing both their knowledge base and their contacts list.

Common qualities of past LSR graduates are breadth of community and professional involvements, a commitment to personal and professional growth, an attitude of service to their community, and a willingness to view community issues from a broad perspective. These qualities are sought in new LSR participants as well.

Please allow yourself sufficient time to complete the attached application in a manner best reflective of your experience and service.

Selection for Leadership Santa Rosa is a two-step process. Following the application deadline, a selection panel will review all written applications. Candidates invited for an interview will be considered for the incoming LSR class. Final selection will be based on the information furnished by you on the attached application and the 15-20 minute interview. Both are considered in determining final selection.

**Note:** Because of the program's commitment to creating a diverse mix of participants and the limited class size (25-30), it may not be possible to include all applicants who are qualified. We encourage past applicants to apply again.

**Application Deadline: Friday, May 7, 2010 at 5:00 PM**



## PARTICIPATION

There will be a Welcome Reception on Thursday, August 19, 2010, from 5:00 - 6:00 pm at the Chamber to welcome the new class.

Participation in the LSR Class includes **mandatory attendance** at:

- A two-day retreat and orientation to be held September 9-10, 2010 (Thursday morning to Friday afternoon).
- At least eight of the ten one-day sessions (all held on a Thursday):
  - **Note:** Supplementary "pre-tours" and activities are frequently offered in advance of each session. These tours are highly recommended.
- Year-end graduation will be held June 9, 2011 (Thursday evening).
- A commitment to help assist with two or more days for LSR Class during 2011-2012.
- A commitment to volunteer for one year on a Chamber committee or program.

## 2010/2011 SCHEDULE

2010	
August 19, 2010	Welcome Reception
September 9-10, 2010	2-day Retreat
September 16, 2010	Business & Economy Day
October 21, 2010	Government Day
November 18, 2010	Media & Marketing Day
December 9, 2010	Health & Human Services Day
2011	
January 20, 2011	Planning & Development Day
February 17, 2011	Education Day
March 17, 2011	Public Safety Day
April 21, 2011	Green Issues & Opportunities Day
May 19, 2011	Agriculture Day
June 9, 2011	Hospitality & Tourism Day and Graduation

Tuition for each participant that is a Chamber member is \$1,725, non-member tuition is \$1,830. Tuition is due by August 19, 2010. An employer, other sponsor, or the participant may pay the tuition. Tuition may be paid with a payment plan. (Please see attached form for payment options.) **Any participant who misses more than two sessions or the equivalent of two sessions will be asked to leave the program and will not receive a tuition refund.**

*Applications may be hand-delivered or mailed to:*



LEADERSHIP SANTA ROSA  
Santa Rosa Chamber of Commerce  
637 First Street  
Santa Rosa, CA 95404  
707.545.1414 x 16  
Fax: 707.545.6914  
E-mail: [kellyb@santarosachamber.com](mailto:kellyb@santarosachamber.com)

• **Application Deadline is Friday, May 7, 2010 at 5:00 pm** •

Interviews will be conducted on Monday, May 24; Tuesday, May 25; and Wednesday, May 26, 2010.  
All applicants will be notified of their status by June 30, 2010.

*Please contact Kelly Bass at 707.545.1414 x16 or [kellyb@santarosachamber.com](mailto:kellyb@santarosachamber.com) with questions.*





## Confidential Application Leadership Santa Rosa Class XXVII

This written application is the most important step in the selection of participants. Please respond to each question in the space provided. **No attachments will be accepted.** All applications will be handled in the strictest confidence. Please print in black ink or type.

### I. APPLICANT INFORMATION

Name \_\_\_\_\_  
(Last) (First) (Middle)

Years in Sonoma County \_\_\_\_\_ Do you expect to be living in this area in three years? \_\_\_\_\_

☐ \* Home Address \_\_\_\_\_  
(Street) (City) (Zip)

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Present Employer / Affiliation \_\_\_\_\_ Date began \_\_\_\_\_

☐ \* Work Address \_\_\_\_\_  
(Street) (City) (Zip)

Type of business / agency \_\_\_\_\_ Your Title \_\_\_\_\_

Briefly describe your responsibilities: \_\_\_\_\_  
\_\_\_\_\_

#### Previous Employment / Affiliations (begin with most recent):

Employer / Agency	Title or Responsibility	Length of Services
_____	_____	_____
_____	_____	_____

What do you consider your highest responsibility, skill or work achievement so far? \_\_\_\_\_  
\_\_\_\_\_

What are your career / life's work goals? \_\_\_\_\_  
\_\_\_\_\_

#### Educational Background:

Name and City of School	Degree	Major
_____	_____	_____
_____	_____	_____

\* Please check the box that indicates the address—home or work—for future correspondence.



Applicant Name \_\_\_\_\_  
(Please print)

## II. COMMUNITY SERVICE AND INVOLVEMENT

List, in order of importance to you, your activities of community involvement. Please name each organization or agency served through your participation or membership. Include a description of your activity, responsibilities, accomplishments and any awards/recognitions received, and the dates of your involvement. Community involvement may be demonstrated in, but not limited to, educational, youth, business, community, religious, social, athletic and professional organizations.

1. Organization: \_\_\_\_\_

Dates of Participation: \_\_\_\_\_ Official Position Held: \_\_\_\_\_

Describe your role and why you chose to participate in this organization:

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2. Organization: \_\_\_\_\_

Dates of Participation: \_\_\_\_\_ Official Position Held: \_\_\_\_\_

Describe your role and why you chose to participate in this organization:

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3. Organization: \_\_\_\_\_

Dates of participation: \_\_\_\_\_ Official Position Held: \_\_\_\_\_

Describe your role and why you chose to participate in this organization:

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4. Organization: \_\_\_\_\_

Dates of Participation: \_\_\_\_\_ Official Position Held: \_\_\_\_\_

Describe your role and why you chose to participate in this organization:

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Applicant Name \_\_\_\_\_  
(Please print)

### III. GENERAL

A. Leadership can mean many different things. What personal, professional or community achievement best exemplifies your leadership role? How did that achievement utilize your leadership skills and what did you learn from it?

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B. What community issue or problem do you believe needs more attention and leadership? Describe the process that you believe should be used to reach a successful solution. Identify obstacles that will need to be overcome.

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C. What attributes, strengths, skills and personal uniqueness would you bring to the group of 25-30 participants selected for the Leadership Santa Rosa XXVII class?

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D. What three things do you hope to gain from the LSR program? \_\_\_\_\_

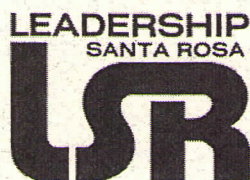
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E. How did you learn about the LSR program? \_\_\_\_\_

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F. On an average, how many hours per month do you currently devote to community activities? \_\_\_\_\_





## Leadership Santa Rosa Class XXVII Participant Agreement & Tuition Information

Applicant Name \_\_\_\_\_  
(Please print)

### PARTICIPANT AGREEMENT

I/We understand the importance of participation as outlined, and if selected to participate, will commit the work release time and meet the requirements. I/We also understand that the selection is on a competitive basis, and submission of this application does not necessarily ensure acceptance. **Any participant, who misses more than two sessions or the equivalent of two sessions will be asked to leave the program and will not receive a tuition refund.**

Participation in LSR Class XXVI includes mandatory attendance at:

- A. A two-day retreat and orientation to be held September 9-10, 2010 (Thursday morning to Friday afternoon).
- B. At least eight of the ten one-day sessions (all held on a Thursday):  
**Note:** Supplementary "pre-tours" and activities are frequently offered in advance of each session.  
These tours are highly recommended.
- C. A year-end graduation will be held on June 9, 2011 (Thursday evening).
- D. A commitment to help assist with two or more class days for LSR Class XXVIII during 2011-2012.
- E. A Commitment to volunteer for one year on a Chamber committee or program.

\_\_\_\_\_  
Employer Signature  
(If not self-employed)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

### TUITION

Tuition for Chamber members accepted into LSR Class XXVII is \$1,725; non-member tuition will be \$1,830. Tuition is due by August 19, 2010. An employer, other sponsor, or the participant may pay the tuition. Tuition may be paid with one of the payment plans listed below. **Tuition will not be refunded if the selected applicant is unable for any reason to complete the year.**

Plan A: Pay in Full		Plan B: Payment Plan		
	Due	Member	Non-Member	Due
Member: \$1,725 balance	August 19, 2010	\$575	\$610	August 19, 2010
Non-Member: \$1,830 balance	August 19, 2010	\$575	\$610	November 12, 2010
		\$575	\$610	March 25, 2011

#### Plan C:

Scholarship request will be reviewed by the LSR Steering Committee

Applicants unable to finance their \$1,725 balance through these means may apply for tuition assistance on the Request for Scholarship Consideration form. The maximum scholarship is \$500. Application for tuition assistance is not considered in the selection process.

Thank you for your interest in the Leadership Santa Rosa program and for your care in completing this application. Applications are due Friday, May 7, 2010 at 5:00 pm and may be hand-delivered or mailed to:

LEADERSHIP SANTA ROSA  
Santa Rosa Chamber of Commerce  
637 First Street • Santa Rosa, CA 95404  
*Interviews will be conducted on Monday, May 24; Tuesday, May 25; and Wednesday, May 26, 2010.  
All applicants will be notified of their status by June 30, 2010.*

*Please contact Kelly Bass at 707.545.1414 x16 or [kellyb@santarosachamber.com](mailto:kellyb@santarosachamber.com) with questions.*





## Leadership Santa Rosa Class XXVII Request for Scholarship Consideration

Leadership Santa Rosa has limited funds for tuition assistance that is made available to those candidates who are accepted into the program, and demonstrate financial hardship that will prevent participation in the program. Award amounts are based on the number of requests received and the amount of funds available each year. Maximum awarded is \$500, and the LSR Steering Committee must approve all scholarship arrangements. We will consider accepting payments provided full tuition is paid in a timely manner. ***Application for tuition assistance is not considered in the selection process and is confidential.***

Consideration for tuition assistance is based on a demonstrated need. Candidates employed by large, private-sector companies are typically not eligible for assistance. Candidates who are employed in the non-profit, public sector or are self-employed are given priority for tuition assistance. Should you ask to be considered for assistance; both you and your employer must complete the following information and submit it along with your Leadership Santa Rosa application.

Tuition for Chamber members accepted in LSR Class XXVII is \$1,725; non-member tuition will be \$1,830. Tuition is due by August 19, 2010. An employer, other sponsor, or the participant may pay the tuition. Tuition may be paid with one of the following payment plans. Tuition will not be refunded if the selected applicant is unable for any reason to complete the year.

Plan A: Pay in Full		Plan B: Payment Plan		
Member: \$1,725 balance	Due	Member	Non-Member	Due
	August 19, 2010	\$575	\$610	August 19, 2010
Non-Member: \$1,830 balance	August 19, 2010	\$575	\$610	November 12, 2010
		\$575	\$610	March 25, 2011

### Plan C:

Scholarship requests will be reviewed by the LSR Steering Committee

Name of Applicant \_\_\_\_\_

Address \_\_\_\_\_

Employer \_\_\_\_\_ Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

1. Amount you are contributing toward tuition \$ \_\_\_\_\_
2. Amount your employer is contributing toward tuition \$ \_\_\_\_\_
3. Amount requested (Maximum scholarship is \$500) \$ \_\_\_\_\_
4. Please give a brief statement of your financial need for tuition assistance.  
(Use reverse side of application if more space is required).

I confirm that the above information is a true account.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Applications and request forms for financial assistance must be received no later than:  
5:00 p.m. on Friday, May 7, 2010

Leadership Santa Rosa, Santa Rosa Chamber of Commerce  
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