



NC STATE UNIVERSITY

OFFICE OF THE PROVOST

Shelton Leadership Center



*NCSU celebrates 12 years of
developing exceptional leaders.*

The 12th Annual General H. Hugh Shelton Leadership Forum

“Strengthening Organizational Culture Through Strategic Leadership”

Friday, November 8, 2013

McKimmon Conference and Training Center

North Carolina State University, Raleigh, NC

Presented by the

Office of the Provost

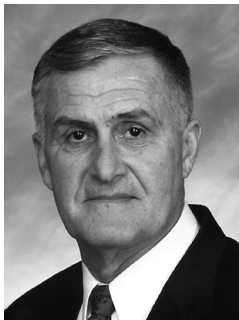
The General H. Hugh Shelton Leadership

Forum is an annual seminar series that focuses attention on the importance of leadership development. The Forum is a program offered through the General H. Hugh Shelton Leadership Center administered by the Office of the Provost. As Executive Director, General Shelton is committed to developing values-based leadership skills to enhance corporate, education, and youth development organizations. The General H. Hugh Shelton Leadership Center offers education scholarships, as well as executive, faculty, student, and youth development conferences.

Our mission is to inspire, educate and develop values-based leaders committed to personal integrity, professional ethics, and selfless service. To learn more visit our website at

www.ncsu.edu/sheltonleadership

General H. Hugh Shelton



General Henry Hugh Shelton, U.S. Army, Retired, served as the 14th Chairman of the Joint Chiefs of Staff from 1997 until his retirement in 2001. The NC State alumnus and Tarboro native is a decorated combat

veteran of the Vietnam War and was the first member of the elite U.S. Army Special Forces—the Green Berets—to rise to the nation's top military post. Before serving as the principal military advisor to the President, the Secretary of Defense and the National Security Council, General Shelton was Commander-in-Chief of the U.S. Special Operations Command, overseeing the Green Berets and the Navy Seals. General Shelton earned his commission through the Reserve Officers Training Corps at NC State, where he graduated in 1963 with a degree in textile engineering. He also earned a Master of Science degree from Auburn University before completing his training at the Air Command and Staff College and the National War College. The General now leads NC State's General H. Hugh Shelton Leadership Center and serves as a powerful example of leadership excellence. In September 2002, he was awarded the Congressional Gold Medal by the United States Congress.

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Schedule at a Glance

8:00-8:45 a.m.

Registration and Check-in

8:45-10:30 a.m. — Room 2

Welcome: **General H. Hugh Shelton**

Keynote:

Leadership Lessons: Practices That Help Make Organizational Culture Thrive

Moderator: **Ken Walker**

Panel:

Amy Baker

Jennifer Mann

Joseph Richart

11:00 a.m.-12:00 p.m. — Room 2

Keynote:

Organizational Culture: Visioning for Success

Featured Speaker:

General Ann Dunwoody

12:30-1:45 p.m.— Room 1

Luncheon and Presentation

Giving Back: The Vision for Readers to Leaders

Speaker:

Johna Edmonds

2:00-3:00 p.m.— Room 2

Keynote:

Culture Rules: Putting People First and Building a First-Class Team

Featured Speaker:

George Bodenheimer

3:15-4:30 p.m. - Room 3

Student-only Session:

Making Your Organizational Culture a Reality

Presenter:

Anna Patton

“Leadership Lessons: Practices That Help Make Organizational Culture Thrive”

Moderator: **Ken Walker** CFE; former Chairman and Chief Executive Officer, Driven Brands, Inc.

Panel: **Amy Baker** Office Managing Partner, Raleigh and Greensboro, Ernst & Young LLP

Jennifer Mann Vice President, Human Resources, SAS

Joseph Richart Senior Director, Product Operations, NetApp

During our opening session, you will hear from three influential leaders representing corporations that Fortune 500 has identified as being the best companies to work for in 2013. These leaders will address the role core values play in cultivating a strong culture, as well as how the role of leader and follower foster the cultivation desired within the organizational climate. You will leave the session with practical tools to assist you in developing an inspired culture within your own organization.

Keynote

11:00 a.m. - 12:00 p.m. — Room 2

“Organizational Culture: Visioning for Success”

Featured Speaker: **General Ann Dunwoody** CUSA (Ret.), Commanding General, U.S. Army Materiel Command

During this session, General Ann Dunwoody will challenge you to think about how to create a high-performing organization that people will want to be part of. From her military career, she will assist you to shape your organization’s vision to where it becomes the heartbeat for your organization and drives the prioritization of resources, people, time, money, and training. General Dunwoody believes the vision has to be a living document that the leader can change as the conditions change and everyone in the organization needs to see themselves in the vision so they know their role in making the vision a reality.

Luncheon Agenda

12:30 - 1:45 p.m. — Room 1

Presiding Dr. Frank Akers Shelton Leadership Board of Advisors, Chair	Corporate Social Responsibility Awards Dr. Greg Young Poole College of Management, NC State University
Welcome Provost Warwick Arden NC State University	Shelton Leadership Scholarships
Presenting of Colors NC State University Color Guard	Speaker Johna Edmonds Miss North Carolina 2013; NC State University student and alumna
	Performance “Grains of Time”

Keynote

2:00 - 3:00 p.m. — Room 2

“Culture Rules: Putting People First and Building a First-Class Team”

Featured Speaker: **George Bodenheimer** Executive Chairman, ESPN, Inc.

Many corporate leaders believe that growth comes only when focusing on the bottom line, but George Bodenheimer believes just the opposite—that great organizations only become that way when they focus on people before focusing on profits. The longest-serving leader of one of the most recognized media companies in the world, Mr. Bodenheimer has nurtured and sustained a strong organizational culture built around trusting employees, giving them the tools they need to do their jobs, and empowering them to innovate. His leadership insights show that empathetic skills—motivating through listening, caring, and encouraging—coupled with business skills, ultimately fuel creativity, innovation, and bottom-line growth and is the key to success. Mr. Bodenheimer’s refreshing approach to leadership and commitment to people will encourage all leaders to work on making an impact on their organization, no matter how large or small.

Student-only Session

3:15 - 4:30 p.m. — Room 3

“Making Your Organizational Culture a Reality”

Presenter: **Anna Patton** Leadership Training Specialist, General H. Hugh Shelton Leadership Center, NC State University; NC State University alumna

This session, only available to students, will introduce the idea of trust as a fundamental ingredient to developing dynamic organizational culture. Through interactive activities and small group discussion, attendees will explore what contributes to trust and how it affects organizational culture. Finally, students will reflect on how to develop trusting relationships and will leave with action items to practice within their own organizations.

Featured Speakers

Amy Baker



Amy Baker, Office Managing Partner, Raleigh and Greensboro, has over 19 years of experience with Ernst & Young LLP, serving both privately held and publicly owned companies. She has transactional experience assisting clients with initial public offerings, debt offerings, mergers and acquisition transactions, and private equity offerings, as well as experience in accounting technical areas including business combinations, share based compensation, revenue recognition, fair value measurements, variable interest entities, and debt/equity transactions.

Ms. Baker's primary focus is in insurance and asset management, as well as emerging growth companies in life sciences and manufacturing. She has held significant leadership roles within Ernst & Young LLP, including Carolinas Strategic Growth Markets Leader, Campus Coordinating Partner for all activities at UNC-Chapel Hill, Resource Production Leader for Raleigh/Greensboro, Campus and Experienced hire leader for Raleigh/Greensboro, member of Southeast Area Diversity Steering Committee, Executive Sponsor Professional Women's Network and Working Mother's Network.

Ms. Baker holds a B.S. in Business Administration and a M.S. in Accounting from the University of North Carolina at Chapel Hill and is a Certified Public Accountant. She is an active member of the American Institute of Certified Public Accountants (AICPA) and the North Carolina Association of Certified Public Accountants (NCACPA).

Ms. Baker has been involved in many community service projects during her career, serving as treasurer to Kids Voting for several years, treasurer for Womens' Institute, completing the Cary Leadership Program, and organizing office outings to serve at the soup kitchen. She serves with the Leadership Institute for the Office of Multicultural Affairs and Diversity at UNC-Chapel Hill and is a member of the Cary Chamber of Commerce, United Way Leadership Counsel and Tocqueville Society. Ms. Baker has served for many years in the youth ministry with youth missions and mentoring to high school girls. She has also served as an adjunct professor at UNC-Chapel Hill Master of Accounting Program in intermediate accounting and auditing.

George Bodenheimer



As Executive Chairman of ESPN, Inc., George Bodenheimer provides strategic direction for ESPN's global business and chairs ESPN's board of directors. He is an ESPN and cable industry pioneer and, as the company's longest-tenured President (13 years, 1998-2012), he led an unprecedented period of global growth. He oversaw all multimedia sports assets of The Walt Disney Company from 2003–2011, and

was co-chairman, Disney Media Networks from 2004–2011. Mr. Bodenheimer's contributions were integral to ESPN's success. His vision led to company and industry-leading innovations in integrated sales and marketing, original programming, acquisitions, and new technologies.

As President, his leadership style was simple but effective: empower all employees to proactively take charge of their careers and to base decisions on the company's stated mission: "Serve Sports Fans. Anytime. Anywhere." He launched a company priority process that engaged all employees to drive business initiatives. His vision created a vibrant, innovative workplace.

Mr. Bodenheimer elevated the company's numerous corporate outreach initiatives, most notably The V Foundation for Cancer Research, which was founded by ESPN and the late NC State basketball coach and commentator, Jim Valvano. The V Foundation has raised more than \$100 million since 1993 and 100% of cash donations go directly to research. Mr. Bodenheimer also championed an impressive increase in ESPN employee volunteerism during his tenure as President, highlighted by more than 30,000 hours of service given to those less fortunate as part of the company's 30th anniversary efforts.

Mr. Bodenheimer's leadership has been recognized throughout the industry. In April of 2005, he was recognized by the National Cable & Telecommunications Association with a Vanguard Award. In 2008, he was inducted into the Cable Hall of Fame for his leadership, innovation, and contributions to the cable industry and his community. Throughout the years, he has been honored with many other prestigious industry awards.

Mr. Bodenheimer serves on the boards of NCTA (National Cable Telecommunications Association), Cable in the Classroom and the Cable Center, a Denver-based institution that educates and informs about the power of cable television. In 2010, he was named to the board of the Naismith Memorial Basketball Hall of Fame.

General Ann Dunwoody



General Ann Dunwoody recently retired as a four-star Army General after over 37 years of service to our country. For the last 4 years she led and ran the largest global logistics command in the Army, comprising 69,000 military and civilians, located in all 50 states and over 140 countries. General Dunwoody managed a budget of \$60 billion and was responsible for oversight of approximately \$70 billion in service contracts. She managed and operationalized the Army's global supply chain in support of Iraq and Afghanistan; contingency operations in Haiti, Pakistan, and Japan; while simultaneously moving the Command Headquarters from Fort Belvoir, VA to Huntsville, AL as a result of Base Realignment and Closing (BRAC).

As the commander of Army Materiel Command, General Dunwoody was responsible for the Army's research and development, installation and contingency contracting, foreign military sales, security assistance, supply chain management, all Army depots supporting supply and maintenance functions, manufacturing sites, and ammunition plants. She led the transformation of the Army's logistics organizations, processes, and doctrine in support of an expeditionary Army. The Chief of Staff of the U.S. Army, General Ray Odierno, called her "quite simply the best logistician the Army has ever had." General Dunwoody offers visionary and strategic insights for managing large organizations to posture them for the future and ensure relevancy--focusing on where to invest as well as divest.

In 2008, General Dunwoody earned the historic distinction of being the first woman in U.S. military history to achieve the rank of four-star general. She is the fourth generation of her family to serve in the U.S. Army and the third to achieve flag officer rank.

General Dunwoody has been recognized by the NCAA with its highest honor, the Theodore Roosevelt Award; by the Intercollegiate Tennis Association with its lifetime Achievement Award; and by France with its National Order of Merit.

Johna Edmonds



Johna Edmonds is a graduate of North Carolina State University, where she obtained a bachelor of science degree in accounting with a concentration in financial analysis and a minor in Spanish language and literatures. She is the reigning Miss North Carolina 2013, promoting her personal

platform, Readers to Leaders: Promoting Literacy in America's Youth. Her platform emphasizes service projects that educate not only students, but also teachers and parents on the importance of literacy among our state and nation's young people.

Ms. Edmonds is a member of Alpha Kappa Psi, a professional business fraternity and Beta Alpha Psi, an accounting fraternity. She is an active board member of the Helps Education Fund, a non-profit organization committed to supporting educators and improving learning outcomes for students. She has taught English in the Dominican Republic on an Alternative Spring Break trip with NC State's Center for Student Leadership, Ethics and Public Service, and has also studied abroad in Buenos Aires, Argentina, where in addition to studying in a Spanish-language intensive university for a semester, she was able to teach local youth and their parents on the English reading and writing fluency. She recently worked as a winter tax intern for KPMG Raleigh and was selected for the KPMG Global Internship program where she traveled to work in Paris, France during the spring 2012 semester with some of the firm's largest and best-known clients.

Currently, Ms. Edmonds is obtaining her master's of accounting degree at North Carolina State University. After becoming a certified public accountant, she will begin her career with one of the big four accounting firms, Ernst & Young LLP.

Jennifer Mann



Jenn Mann, Vice President, Human Resources, for SAS, passionately advocates change and innovation. She leads HR's vision and articulates the organization's strategy to help acquire, develop, reward, and retain the best talent.

Ms. Mann leads a global HR organization that acts as stewards of the culture and engages a global workforce of over 13,000 employees. SAS has ranked on the FORTUNE 100 Best Companies to Work For® list since the list's inception. This recognition includes multiple number one rankings in the U.S., as well as the World's Best Multinational Workplaces from Great Place to Work®, garnering accolades across the globe for its workplace culture and innovation.

Her workplace culture insights have been shared in *The Wall Street Journal*, *U.S. World News and Report*, CBS MoneyWatch.com, CBS Sunday Morning, and CNN.

Ms. Mann has held HR leadership roles in industries including high tech manufacturing, healthcare, and academia. She earned her bachelor degrees in psychology and business from Meredith College. She serves on the Board of Directors for the North Carolina Marbles Museum.

Joseph Richart



Joe Richart leads global NetApp engineering teams responsible for creating industry-based data storage solutions. His organization is also responsible for developing software tools to help sell and deploy NetApp data storage products with enterprise-level customers across all

industries and market segments – for example healthcare, semiconductors, banking, internet service providers and government.

A thirteen-year NetApp veteran, Mr. Richart has led a number of different teams within product operations and field operations that covered many different roles such as pre-sales engineers, product managers, program managers, technical marketing engineers, development engineers, and quality assurance engineers spread across the U.S. and in other countries.

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Online Conference Evaluation



Upcoming Shelton Leadership Center Events

Shelton Leadership Forum

November 14, 2014

Shelton Leadership Challenge (for rising 9th - 12th graders)

June 15-20, 2014

North Carolina State University, Raleigh, NC

June 22-27, 2014

UNC-Charlotte, Charlotte, NC

June 22-27, 2014

North Carolina Wesleyan College, Rocky Mount, NC

June 22-27, 2014

East Carolina University, Greenville, NC

July 6-11, 2014

North Carolina State University, Raleigh, NC

July 20-25, 2014

North Carolina State University, Raleigh, NC

For information contact the Shelton Leadership Center at

919.513.0148

or

www.ncsu.edu/sheltonleadership

