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# Practical Applications for Exemplary Leadership

## The Third Annual General Henry Hugh Shelton Leadership Forum

November 19, 2004

McKimmon Conference and Training Center  
North Carolina State University  
Raleigh, NC



Receive your **FREE Leadership Practices Inventory!** Details inside.

### Why You Should Attend

- ▶ Hear over 30 dynamic speakers including General Henry Hugh Shelton, August Busch IV, Connie Stevens, and Jim Kouzes!
- ▶ Choose among concurrent sessions to gain insights and discuss issues.
- ▶ This conference is ideal for personnel in the following areas:
  - Government
  - Corporate
  - Higher Education
  - K-12
- ▶ Network and share ideas with presenters and fellow leaders.
- ▶ Learn how you as a leader can enhance your leadership skills through practical applications.

### Hear...



**Keynote Speaker:**  
**Jim Kouzes**

Co-author of  
*The Leadership Challenge*  
and  
*Academic Administrator's Guide to Exemplary Leadership*

plus  
**Connie Stevens**  
Entrepreneur and Actress,  
Connie Stevens, Inc.

and  
**August Busch IV**  
President,  
Anheuser-Busch, Inc.

### Enroll Today!

Register on-line at  
[www.ncsu.edu/sheltonleadership](http://www.ncsu.edu/sheltonleadership)  
Call **919.515.2261**, or  
Fax your registration  
form to **919.515.7614**

Presented by the  
**Office of Extension and Engagement**

**Office of Professional Development**

## Practical Applications for Exemplary Leadership

### The Third Annual General Henry Hugh Shelton Leadership Forum

November 19, 2004  
McKimmon Conference and Training Center  
North Carolina State University, Raleigh, NC

### What Makes This Program Unique!

The General Henry Hugh Shelton Leadership Forum is an annual seminar series, which focuses attention on the importance of leadership development. The Forum is one program offering of the General Henry Hugh Shelton Leadership Initiative administered by the Office of Extension & Engagement. As Executive Director, General Shelton is committed to developing values-based leadership skills to enhance corporate, government, education, nonprofit and youth development organizations.

The General Henry Hugh Shelton Leadership Initiative offers scholarships, executive, faculty, student, and youth development conferences. To learn more visit our website at [www.ncsu.edu/sheltonleadership](http://www.ncsu.edu/sheltonleadership)

**A FREE Leadership Practices Inventory Survey** will be provided to all individuals at registration to allow attendees to apply personal applications to the five practices of effective leadership. Jim Kouzes will speak to during the keynote address.

### Schedule At A Glance

8:00-8:30 am  
Registration

8:45-10:00 am  
Shelton Seminar

10:15-11:45 am  
Concurrent Sessions

12:00-2:00 pm  
Keynote Luncheon

2:30-4:00 pm  
Concurrent Sessions

4:00-5:00 pm  
Closing Dialog with Jim Kouzes

5:00 pm Adjourn

### Session Previews

**8:45-10:00 am  
Shelton Seminar**

#### Practical Applications for Leading Exemplary Organizations

Speakers:

**General Henry Hugh Shelton**  
*U.S. Army, Retired*

**Connie Stevens**  
*Connie Stevens, Inc., Actress*

**August Busch IV**  
*President, Anheuser-Busch, Inc.*

**Three outstanding leaders** offer practical insights on how they continue to lead complex organizations, drawing on the following key concepts:

- How inspirational leadership creates an organizational culture of innovation and success
- Effective communication with your leadership team
- Building confidence within employees and shareholders through effective decision-making, using valid data sources
- Personal resilience in overcoming obstacles
- How forward-looking leaders assess the global marketplace

**10:15-11:45 am  
Concurrent Sessions**

#### (1) Exemplary Leadership: Connoisseurs for Leading Change in Science, Technology and Engineering Organizations

Speakers:

**Matthew Szulik**  
*Chairman, Chief Executive Officer and President, Red Hat*

**General Frank Akers**  
*Associate Director, Oak Ridge National Laboratory*

**Bert Maggart**  
*Chief of Staff, Research Triangle Institute*

Moderator:  
General Henry Hugh Shelton

- Key lessons from this session include:
- Learning how these leaders of high

performance organizations lead change in technology-based enterprises

- Management strategies and motivational techniques for equipping project managers and teams to achieve and exceed goals

#### (2) Coaching as Leadership Development – Coming Back to the Water Cooler!

Speakers:

**DJ Mitsch**  
*President, The Pyramid Resource Group*

**Cindy Domanowski**  
*Director, Leadership Development, ADP Technologies*

Moderator:  
Greg Ferguson,  
*Young Entrepreneur Organization*

Key lessons from this session include:

- Introduction of a key skills model for coaching anyone, anywhere
- Practice for application of two key coaching skills
- Discussion of the shifts that must occur for leaders to learn to coach
- Demonstration of the case application for coaching at ADP – how this Fortune 500 company rolled out a coaching program for sales leadership

#### (3) Leading with Integrity in Higher Education

Speakers:

**Dr. Laura Bingham**  
*President, Peace College*

**Dr. Delores Parker**  
*Vice President for Academic and Student Services, NC Community College System*

**Dr. Tim Hatcher**  
*Associate Professor, NC State University*

Moderator:  
Dr. Leila Gonzalez-Sullivan,  
*Associate Professor, NC State University*

Key lessons from this session include:

- Discussion of the shifts that have and must continue to occur as leaders face ethical challenges as administrators and faculty in higher education
- Personal testimonies exemplifying integrity from the top down
- Recommendations for how to cultivate campus climates grounded with integrity

#### (4) Exemplary Student Leadership Development Programs

Speaker:

**Dr. Maureen Hartford**  
*President, Meredith College*

Moderator:  
Mike Giancola  
*Director, Center for Student Leadership, Ethics, and Public Service*

- Key lessons from this session include:
- Discussion of the current trends in student leadership programs

- Strategies to meet the expectations society has for graduates as leaders in their profession and community
- Recommendations for how to cultivate campus climates that embrace leadership within the curriculum and co-curricular experience

#### (5) High Standards and High Success Rates: We Can Have Both at the Same Time!

Speaker:

**Dr. Lee Jenkins**  
*LtoJ™ Consulting Group, Inc.*

Moderator:  
The Honorable Howard Lee  
*Chairman, North Carolina State Board of Education*

Key lessons from this session include:

- Identification of three barriers to practices inserted into American schooling
- Three directions for the replacement of the identified barriers will be delivered

#### (6) Leading Entrepreneurship and Innovation as an Elected Official

Speaker:

**Jim Clinton**  
*Executive Director, Southern Growth Policies Board*

Respondents:

**Valeria Lee**  
*President, Golden Leaf Foundation*

**Nova Thomas**  
*Faculty, New York University*

**The Honorable Rick Glazier**  
*NC House of Representatives, Fayetteville, NC*

Moderator:  
Dr. Robin Dorff  
*Director, Institute of Political Leadership*

Key lessons from this session include:

- How elected officials can lead with a spirit that promotes innovation and entrepreneurship in all phases of their work
- How government responds to citizens' needs in creative new ways with public, private, and non-profit organizations that creates synergy

**12:00-2:00 pm  
Keynote Luncheon**

#### The Leadership Challenge: How to Get Extraordinary Things Done in Organizations

Speaker:

**Jim Kouzes**  
*Co-author of The Leadership Challenge  
Chairman Emeritus, Tom Peters Company*

**2:30-4:00 pm  
Concurrent Sessions**

**(1) Why We Have Come A Long Way: Practices That Exemplify Women's Leadership**

Speakers:

**Marianna Suci**

*Vice President of Government, Latin America and Canada, SAS Americas*

**Barbara Mulkey**

*President and CEO, Mulkey Engineering*

**Margaret Mullen**

*President, Downtown Raleigh Alliance*

**Hilda Pinnix-Ragland**

*Vice President, North Region, Progress Energy*

Moderator:

**Terri Helmlinger**

*Assistant Vice Chancellor for Extension and Engagement and Executive Director, Industrial Extension Service, NC State University*

Key lessons from this session include:

- Testimonies from women who are leading the way with exemplary leadership in their fields
- Discussion of the shifts that have and must continue to occur as women accept high-level leadership positions
- Recommendations for how to set and achieve professional goals

**(2) Creating Businesses Grounded in Professional Ethics**

Speakers:

**Dr. Christy Shaffer**

*Chief Executive Officer, Inspire Pharmaceuticals*

**J. Barry Buzogany**

*Vice President, General Counsel and Corporate Secretary, Paradigm Genetics, Inc.*

**Gary Miller**

*Senior Vice President and General Counsel, Genworth Financial-Mortgage Insurance*

**Dr. Kay Gilley**

*Author of Leading from the Heart*

Moderator:

**Benny Suggs**

*Director of Service Operations, Harley-Davidson, Inc.*

Key lessons from this session include:

- Overview of organizational culture commitment to compliance with the law and ethical conduct
- Testimonies from organizations that are committed to professional ethics
- Strategies to assist organizations toward encouraging commitment to compliance with the law and ethical conduct

**(3) The Legacy You Leave Is the Life You Lead: Applying the Five Practices in Your Educational Setting**

Speaker:

**Jim Kouzes**

*Co-author of Academic Administrator's Guide to Exemplary Leadership*

Introduction:

**Dr. Jim Oblinger**

*Provost and Executive Vice Chancellor, NC State University*

Key lessons from this session include:

- How the implementation of the five practices applies to the educational setting
- Practical strategies to apply the five practices of exemplary leadership
- Leave the session with a plan to incorporate practices based on a personal project

**(4) Case Studies in Leadership Practice: Overcoming Challenges in K-12 Education**

Speakers:

**Dr. Elizabeth Middlemiss**

*Principal Deputy, Department of Defense Education Activity*

**Bill McNeal**

*Superintendent, Wake County School System, NC*

**Dr. James Pugsley**

*Superintendent, Mecklenburg County School System, NC*

Moderator:

**Dr. Mary Patton**

*Director of Pupil Services, Department of Defense Education Activity*

Key lessons from this session include:

- Identifying barriers within different school structures and meeting educational requirements
- Testimonies from our expert speakers on how they have personally assisted their school communities in overcoming challenges
- Recommendations for the direction of K-12 education

**(5) Case Studies: Leading Entrepreneurship and Innovation in Public/Private Partnerships**

Speakers:

**Neil Mallory**

*Kerr-Tar Council of Governments, Kerr-Tar Five-County Partnerships*

**Herb H. Greene**

*Chairman, Board of Commissioners, Local Educational Partnerships, Caldwell County, NC*

**Kittie Barnes**

*Chairman, Board of Commissioners, Local Health Entrepreneurship, Catawba County, NC*

Moderator:

**Dr. Robin Dorff**

*Director, Institute of Political Leadership*

Key lessons from this session include:

- Testimonies from local communities that are committed to leading entrepreneurship and innovation through partnerships
- Lessons learned through partnerships
- Strategies to assist communities toward encouraging public and private partnerships

**4:00-5:00 pm  
Implementing Practices of Exemplary Leadership  
Dialog with Jim Kouzes**

Key lessons from this session include:

- Q&A related to LPI and issues discussed during the Forum

# General Henry Hugh Shelton Leadership Forum

## “Our mission

is to inspire, educate and develop values-based leaders committed to personal integrity, professional ethics and selfless service.”

## Attend and You'll Receive

- The Leadership Practices Inventory Survey, which will be given to you at registration. This survey will allow you to make personal applications to the five practices of effective leadership
- Jim Kouzes will speak to during the keynote address.
- Outstanding leadership professional development
- A networking luncheon
- Refreshment breaks

## Schedules and Location

Check-in will take place beginning at 8:00 am with sessions from 8:45 am to 5:00 pm All sessions take place in the McKimmon Conference & Training Center, conveniently located on the NC State University campus at the corner of Western Boulevard and Gorman Street. Driving to the McKimmon Center is easy and public parking is plentiful. Following your registration, you will receive a confirmation letter with detailed instructions and a map of the Raleigh area. For more information, you can also visit our website at [ContinuingEducation.ncsu.edu](http://ContinuingEducation.ncsu.edu) or call **919.515.2261**.

## If You Are a Person with a Disability

and desire assistive devices, services, or other accommodations to participate in

this program, please contact us at **919.515.2261** or e-mail [ContinuingEducation@ncsu.edu](mailto:ContinuingEducation@ncsu.edu) at least two weeks prior to the program.

## Credits You Can Earn

Certificates will be provided upon the conclusion of this program if requested. If you are a teacher and need to earn Teacher Renewal Credits, you may be able to use the hours attended toward this requirement. Check with your county office prior to attending.

## Where to Stay

Special rates have been obtained at the hotel listed below. You must mention that you are participating in this conference at the McKimmon Center to receive the special rate.

**The Holiday Inn-Brownstone.....\$69**  
1707 Hillsborough St., Raleigh, NC 919.828.0811  
(includes breakfast buffet for up to 2 persons)  
Cut-off date: November 4, 2004  
Discounted rates are also available at other hotels.

**For additional hotels available, go to [ContinuingEducation.ncsu.edu](http://ContinuingEducation.ncsu.edu)**  
You must request the McKimmon Center rate to receive a special rate for this program.



## How To Enroll:

 Register On-Line at  
[www.ncsu.edu/sheltonleadership](http://www.ncsu.edu/sheltonleadership)

 Call  
**919.515.2261**

 Fax your registration to  
**919.515.7614**

 Mail To  
**Registration Coordinator  
Office of Professional Development  
NC State University  
Box 7401  
Raleigh, NC 27695-7401**

 For more information,  
E-Mail  
**ContinuingEducation@ncsu.edu**

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The Third Annual

## General Henry Hugh Shelton Leadership Forum

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McKimmon Conference and Training Center • North Carolina State University, Raleigh, NC

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## Registration Form – General Henry Hugh Shelton Leadership Forum

## MHSF05

Forum registration . . . . . \$159  
To register more than one person, please photocopy this registration form.

Your Priority Code: **SLFWEB** To help us serve you better, please enter the code from your mailing label. Enter this code even if label is addressed to someone else. *Thank you!*

Name \_\_\_\_\_ m m / d d / y y y y  
First Name Middle Initial Last Name Date of Birth\*

Full Title \_\_\_\_\_ Badge Name \_\_\_\_\_

Company \_\_\_\_\_

Work Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Work /Daytime Telephone \_\_\_\_\_ Fax \_\_\_\_\_

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

Name and title of the manager approving your training:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ I will be earning TRCs and request a certificate.

Have you attended a **non-credit** course previously from NC State?

YES \_\_\_\_\_ NO \_\_\_\_\_

Current Profession:

\_\_\_\_ Student

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**Total Enclosed: \$** \_\_\_\_\_

### Method Of Payment:

The easiest way to guarantee your place is to pay with a credit card.

(Payment must accompany registration.)

Payor:  Company  Individual

### Please check one:

**Purchase Order** P.O. # \_\_\_\_\_ Companies Only

**Check Enclosed**

Make check(s) payable to:

**North Carolina State University**

*Please write the name of the participant(s) on the face of your check.*

**Credit Card:**

Visa  MasterCard  American Express

Corporate Card:  Yes  No

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Amount \$ \_\_\_\_\_

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\*In lieu of SSN, your date of birth is required as a personal identifier for internal record keeping by this university.