

Because of Leadership...Because of Leadership...

Mark Erickson-'02 and his father John Erickson were recently featured in a segment on NBC's Today Show. The two were promoting their latest book entitled, "Old is the New Young: Erickson's Secrets to Healthy Living." Congratulations Mark and John for making it to the big times with The Today Show!

Lynn Berberich-'93 recently opened her own business, **BrightStar Healthcare of Baltimore City/ Baltimore County**. The company is focused on providing private duty care for infants to the elderly, everything from companion care to skilled nursing care and medical staffing. Lynn is loving the joy and satisfaction of helping individuals and helping family members achieve peace of mind, knowing a loved one is being well cared for. She has over 20 employees and is growing. www.brightstarhealthcare.com

Deborah Briggs-'03 has been named vice president for philanthropy for The Betsy Hotel in New York City. In her role, Deborah will provide strategic and operational leadership for the hotel's community-conscious efforts.

Maya Richmond-'07 was recently promoted to Executive Director of an animal welfare group in New Jersey. Maya had been with the MD SPCA for a number of years as Director of Operations.

Karen Travis-'09 recently joined more than 100,000 walkers from across the country to raise funds for The American Diabetes Association. Karen set a personal goal of raising \$3000!

Kate Farinholt-'01 Executive Director of NAMI Metropolitan Baltimore has named **Lyn Phelps-'98** Co-Chair of NAMI Metropolitan Baltimore's Winter Gala 2010: Telling Our Stories. NAMI, which stands for National Alliance on Mental Illness, is also pleased to have selected **Elayne Hettleman** as a member of the event's Honorary Committee.

Sheela Kosaraju-'06 has been appointed to the Board of Hannah More School. Hannah More provides individualized academic, vocational and therapeutic programs to middle and high school students with disabilities.



Dates to Remember

LBC Prospective Candidate Information Breakfast

Wednesday, January 27

7:30 a.m. Registration

8:00 a.m. Program

Location TBD

Now more than ever, in this economically challenged time, we **NEED** your support for Leadership Baltimore County. Our goal is to create a solid class of 40 for next year, and we know we can do it with your help. Please send us a solid candidate for the program and invite them to our upcoming information breakfast. They can visit our LBC website to learn more about the program as well. Refer them to us online: www.leadershipbaltimorecounty.net

BALTIMORE BUSINESS JOURNAL

LBC's Silver Anniversary Celebration was not lost on Baltimore! The Baltimore Business Journal congratulated us by including our photo spread in their popular "Out & About" section.

We are so honored to be celebrating 25 years of service to our community! Our Alumni should be so proud! You are the heart and soul of our organization.

Be A Bragger!

Post your good news, promotions, community work on our LBC FACEBOOK!!

Become a FAN on FACEBOOK of Leadership Baltimore County.

Use us to your advantage as a tool for marketing and pr for your company.

Notes From Elayne



O.K. so I am a nudge, a pain in the “delete”, a nuisance! You are right, but I can’t help myself. I love this program so much that I would do anything to keep it growing and healthy. But that is not what I want to talk about.

I want to talk about you and all the support you have given over the past 25 years. You have participated in retreats where you did not know a soul, in ropes courses when you never had your feet off the ground. You planned seminar days for the first time and experienced new ideas, you shared your views, and you listened to someone that had opposing views. You learned to listen

Members of the alumni have their own committee that plans breakfast meetings, evening receptions, and the holiday party. They meet, send out surveys, and listen to what you have to say so that you can continue meeting and developing strong ties. This of course is a real plus for you personally and professionally. You are the heart of Leadership that keeps the organization alive and expanding.

So today I am not asking for anything. I want to give you something. I want you to know that I think you are the most incredible people. I want to thank you for all you have done for Leadership-Baltimore County. You have made Leadership an important part of your life and that is what has made the program successful.

So with a New Year approaching, I will try not to nudge or be a pain or a nuisance. I said try, but of course you know it is hard to change someone after 25 years! The only thing that I can not change is that I love Leadership and I love you for being a friend and a supporter!

Happy holidays to all and hope your time is spent in a meaningful way with family and friends and those in need.

Elayne

A Few Workplace Tips

1. Share Pertinent Information with Everyone

Without Information, People cannot Act Responsibly- With Information, People cannot help but Act Responsibly

2. Declare Boundaries that Create Autonomy

***Purpose, Values, Image, Goals, Roles, Structure & Systems**
***Being Empowered to Act also means You are Accountable for Results**

3. Allow Teams to Self-Manage

***Synergy: Empowered Teams Can Do More than Empowered Individuals**
***Provide Training, Support & Encouragement**
***Diversity: Appreciate Individual Differences**

LEADERSHIP
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Please take a moment to Become a Fan of Leadership Baltimore County on Facebook and add a memory to our fan site! Do you have a favorite seminar day that sticks with you, an experience you would like to share, a touching moment that is forever imprinted in your mind? Please take the time to visit us and let us know how much LBC impacted your life.

Or...tell us what you are doing to make a difference in our community. Our Facebook site can be used as a tool for our alumni to network and hold discussions, as well as a site for potential candidates to hear our stories first-hand. Share your stories and inspire others to get involved! Thank you.

Doin' Good In The Neighborhood

- **The Village Learning Place** is seeking board and committee members to further its mission and goals through a number of volunteer opportunities. Village Learning Place is a library, a learning center, and community garden in Charles Village. VLP provides free, after-school programming, computer access, cultural events and much more. Volunteers roles range from one-time occasional activities to leading teams and managing complex projects. **Please contact LBC current class member Liesje Gantert at 410-235-2210 or Maria Johnson-'01 at 443-691-1794. www.villagelearningplace.org**
- **The Baltimore County Dept. of Social Services** is launching a major unwrapped toy distribution initiative due to the increased number of families in need this holiday season. To participate, several locations have been designated for toy drop off:
 - Any branch of the Baltimore County Public Library
 - Baltimore County Dept. of Social Services Office (Towson location 6401 York Rd)
 - Silhouettes in Kenwood Shopping Center (6249 B Kenwood Avenue)Specific toy distribution dates are also planned in Essex and Woodlawn.
For more information, please contact Deborah Ward, LBC Class of 2009, at 410-853- 3024 or email Deb at dward3@dhr.state.md.us.
- **The Hampden Family Center** provides programs and services to improve and enrich lives in the Hampden community. **Alice Smith-'02**, President of the Board, is asking LBC alumni to please consider helping us provide holiday joy to the needy children in this community. The Hampden Family Center hosts a Holiday Party for community residents and their children each year. The Family Center needs **toy donations – each toy not to exceed \$10**. In addition, the Hampden Family Center participates in the **Christmas Angel Program for children ages 0-12**. If you are interested in donating toys or being a Christmas Angel, please contact **Pam Viel at 410-467-8710 x108 or pviel@hampdenfamilycenter.org. www.hampdenfamilycenter.org**
- **Villa Maria Continuum** is one of the leading providers of behavioral health and special education services in MD. Programs also include residential treatment and care. There are many ways to get involved and make a difference in the life of a child. Sponsor a child or family in need. Organize a drive to collect clothing. Donate gift cards for food, clothing and other necessities or make a contribution to Villa Maria. **Please contact Mary Lee Saarbach @ 410-252-4700 for more information.**

Join Our Social Media Network!

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Visit us online, search for alumni, find out about upcoming events and the current class and more...
www.leadershipbaltimorecounty.net

facebook

Become a Fan on Facebook! Let us know what you are doing out there in the community, post job listings, use us to your advantage!

LinkedIn

Join us on LinkedIn! Network with alumni and connect your business with thousands of businesses through LBC Alumni.

LBC Holiday Party Pics!

And a good time was had by all...LBC threw a great holiday get-together following our Education Day Seminar. We went from hearing about Maryland's high test scores from Dr. Nancy Grasmick, Maryland State Superintendent of Schools, to a wonderful holiday gathering! Thanks to all that attended and brought wonderful gifts for distribution through The Community Assistance Network. A needy family will most certainly appreciate your taking a moment to purchase a gift for their child.



Brynez Baxter, Sheldon Stein, Vicki McCormick and Debbie Seeberger-members of the Class of 2010.

Frank Miller, Mike Hermann and Dale Springer have a good laugh at the holiday party!



Kathy Martin, Sharon Seal, Beth Arman, Roy Craig and Windy Deese-Class of 2008!

Robert Hipple, Judith Martinak, Tricia Isenock and Eric Brotman take a moment to pose for us!



Sandy Scitti, Carol Dombrowski, Elise Lee, Maria Johnson, Louise Slezak and Bill Zittle had fun catching up!

Class of 2007 trio: Eric Moss, Joanne Williams and Erik Sauer.

LBC Holiday Party Pics!



Kevin Klages, Sheila Young and Brynez Baxter—all members of this year's class—mug for the camera!

Leanne Schrecengost, Jeff Geller and Becky Boynton represented the Class of 2009!



John Hayden, Don Grauel and Gary Rubin doing some fine networking!

Leisje Gantert, Suzy Beegle, Glenn Visbeen, Beth Dolce and Sheldon Stein—Class of 2010!



The Community Assistance Network will distribute these toys to those in dire need this holiday season.

Thank you Leadership Baltimore County Alumni for always thinking of those less fortunate in our community that really need a helping hand.



Selling the sizzle.

Even in online times like these, video engagement is still one of marketing's hottest tools. Here's how to make the best of it.

Those of use who worked on the latest **Leadership Baltimore County** promotional video here at CustomCorporateVideos.com were honored to have met so many thoughtful leaders who are making a difference for our region. As we all know, one of the most impressive is Elayne Hettleman herself, who asked me to share some tips on both creating and getting the most out of your video production efforts. Here are 10 that I've found to be a great help in producing stories that have meaningful impact.

1. Get real.

Studies still confirm that most of us buy with our heart, not our head. So it's important for your video to establish a *personal* connection with the viewer. Hint – utilizing real people is a good start.

2. Tell a story.

Nothing entertains and engages like a well-told tale. Try telling yours by imagining first and foremost what your viewer would like to hear, not what you'd like to sell them.

3. Use video's emotional power.

Ever wonder why “How did that make you feel?” is often the first question a TV reporter asks? It's simple. Video is by far the most powerful medium for conveying emotion. For marketers, that equals engagement, and that means sales.

4. Entertain.

Each of the many elements that comprise your video will be critical to its success. Your choice of actors, company spokespersons, testimonials, voiceover, music, pacing, length and “tone” can significantly support your video's goal and organization's brand when you choose wisely.

5. Leave humor to the professionals.

There are limited ways a joke can be told well – endless ways to tell one badly. Treat your audience as you would talk to them face-to-face. Respectfully.

6. Write to the picture, not your sales plan.

TV news covers thousands of fires and natural disasters every year, but budget debacles rarely. Why? Fires and natural disasters make for a more dramatic visual story. Build your script from the visuals up.

7. Sell first, educate later.

“Say one thing and say it well” has long been an axiom for success in advertising. You only get one chance to make a first impression. Stay focused on the single message you want them to remember.

8. Get buy-in at the highest levels.

Remember that the goal isn't to create a cool video. It's simply a great vehicle to promote the company's brand, increase sales, recruit more of the best and brightest, train associates more effectively and efficiently, or *quantifiably* improve the organization's position.

9. Leverage your investment.

Consider giving your video online legs too, or as an adjunct to other divisions' video efforts.

10. Begin, even if you don't know how to.

If you don't know where else to begin, go ahead & get in touch with a few video production companies and compare notes. You're likely to find that with a phone call or two, you can get a lot of your questions answered & your concerns relieved faster than you might have expected.

Gerry Hanlon is a producer and President of CustomCorporateVideos.com, a Baltimore County-based video production company specializing in telling heartfelt stories with impact.