



Connecting Leaders to Shape Virginia's Future

2011 Media Kit

About *LEAD VIRGINIA*

Modeled on the theory of social capital, *LEAD VIRGINIA* is a nonprofit and non-partisan organization that educates proven leaders about regional differences, opportunities and challenges across the commonwealth. Over the course of seven class sessions between April and November — each held in a different region in Virginia — participants meet with regional leaders to learn about assets and innovations unique to each region, best practices and how each region contributes to the whole of the commonwealth.

Graduates of *LEAD VIRGINIA* walk away from the program with a statewide perspective of Virginia's future and a unique understanding of best practices from each region that they can use to serve the commonwealth, its regions and communities. Importantly, alumni build social capital – invaluable relationships – that span the state. *LEAD VIRGINIA* continues to facilitate social capital by supporting and engaging alumni through its annual alumni conference and regional alumni gatherings.

Alumni serve their communities and the state in a number of capacities – through public and charitable service, elected office and appointments to boards and commissions – through perspective gained as a result of their *LEAD VIRGINIA* participation.

LEAD VIRGINIA incorporated in March 2005 as a charitable and educational organization. It is nonprofit and nonpartisan and maintains an office in downtown Richmond, Va. More information about *LEAD VIRGINIA* is available at leadvirginia.org, or by contacting Amanda Keller at akeller@leadva.org.



Susan Horne

President and Chief Executive Officer *LEAD VIRGINIA*

Susan Horne has served as president and CEO of *LEAD VIRGINIA* since March 2007. Prior to *LEAD VIRGINIA*, Susan served as president and CEO of Leadership Fairfax, Inc., the largest community leadership organization in the Northern Virginia region. During her tenure with LFI, Horne played an integral role in the inception of *LEAD VIRGINIA* by serving on its steering committee and later the board of directors. She is a 2006 graduate of *LEAD VIRGINIA* and was selected by her class colleagues to serve as class graduation speaker.

Horne was elected to public office in 2004 to the Leesburg, Va. Town Council and in 2006 was elected vice mayor of the town of Leesburg. During her four years in elected office, she co-founded the annual community Keep Leesburg Beautiful campaign and was a driving force in the creation of citizen task forces to successfully collaborate on community initiatives of neighborhood improvements, parks and trail networks and economic development. While on the council, she served as a voting delegate to the Virginia Municipal League representing Leesburg. She also served as council liaison to the Airport Commission and to the Leesburg and Loudoun County Economic Development Commissions.

As *LEAD VIRGINIA*'s president and CEO, Horne works closely with the board of directors to guide the organization's strategic direction. She strives to build and maintain relationships with corporate and community partners across Virginia; works closely each year with regional curriculum planning teams for each of the seven program sessions; works with the alumni committee to plan and execute an annual alumni conference; and is responsible for recruiting a class representing a widely diverse group of Virginia's leaders each year. Horne has served as a frequent presenter at national and state conferences on community leadership.

Horne holds a master's degree in public administration and earned a bachelor's degree in political science from the University of Texas at El Paso. She is a 1999 fellow of the Thomas C. Sorensen Institute for Political Leadership from the University of Virginia. She is the former CEO of the Loudoun County Chamber of Commerce, where during her tenure she established a major business-to-business expo and an array of business networking events, and served on the Loudoun School Business Partnership Executive Council to broaden business involvement in local schools.

Horne currently serves on the board of directors of the Virginia Leadership Association and the Richmond Regional Board for the Sorensen Institute for Political Leadership. She is a member of a national consortium of state leadership program directors, and was honored in 2007 by the Fairfax County Chamber of Commerce with its Blue Diamond Award recognizing Excellence in Corporate Citizenship. She is an honorary member of Leadership Fairfax and has been recognized by Fairfax County for her work with the organization. In 2011, Horne was named by Virginia Business magazine among the 25 best connected people in the state.

Horne and her husband Bob are parents of two daughters and now reside in Richmond. They are members of Third Presbyterian church and co-chair the Shepherding Team of the Newcomer's Ministry.

Horne travels throughout the state to promote *LEAD VIRGINIA* and ensure its successful mission of building a network of informed, engaged and connected leadership for Virginia.



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LEAD VIRGINIA 2011 Program and Curriculum

Social Capital

LEAD VIRGINIA's program is grounded in the theory of social capital, as described below by Kenneth Ruscio, Ph.D., president of Washington and Lee University and an active member of *LEAD VIRGINIA's* inaugural Board of Directors:

"LEAD VIRGINIA seeks to build social capital — that intangible resource in modern society that enables people to come together in an environment of trust in order to promote the common good. In today's world, it is difficult to achieve change, to make our communities better and to solve the problems we have in common. By enabling the Commonwealth's leaders to discuss their perspectives with each other, by providing a venue for them to educate each other about the issues in their communities, and by raising the level of understanding about the challenges facing our regions, *LEAD VIRGINIA* will strengthen our capacity to work together. We hope to build trust. We hope to create the kind of social capital that will lower the 'transaction costs' of finding solutions to the problems facing the Commonwealth.

The social theorist James S. Coleman explains, 'Social capital...is created when the relations among persons change in ways that facilitate action.' And he writes, 'A group whose members manifest trustworthiness and place extensive trust in one another will be able to accomplish much more than a comparable group lacking that trustworthiness and trust.' *LEAD VIRGINIA* is one approach to developing trust among leaders — not necessarily agreement, for there will always be differences, but at least a deeper appreciation of what others consider important and why. For if true leadership is the ability to understand the needs and interests of those we serve, then there must be opportunities for leaders to acquire that broader perspective. *LEAD VIRGINIA* is one of those opportunities."

Program

LEAD VIRGINIA's program offers an annual sequence of seven monthly program sessions, each located in a different region of the state. One class of 40 participants goes through the entire program together each year, beginning with an orientation session in April and concluding with a graduation gala and alumni gathering in November.

The program is designed to challenge pre-conceived perceptions and invite evaluation through a focus on present realities in each of the regions. Participants increase their knowledge and understanding of issues and build the social capital necessary to lead Virginia forward. The program broadens the perspectives of participants, thereby expanding their capacity to collaborate, manage conflict and lead in changing environments.

Curriculum

The curriculum differs dramatically from most local leadership programs by focusing exclusively on substantive issue-related content. It is not designed to train participants in specific leadership skills.

LEAD VIRGINIA participants explore and grapple with major issues, challenges and opportunities facing our Commonwealth. The program features a vibrant curriculum with lively presentations, engaging case studies/analyses, in-depth dialogues/debates on timely issues, on-site field studies and experiential activities designed by regional advisors representing academic, business, civic and diverse interests from each region. Each session targets specific topics from a range of key issues.

Curriculum Themes and Perspectives

An overarching curriculum theme is "The Old Dominion to New Virginia" with fresh insights on the changing face of Virginia. Specific curriculum themes include local/regional economies, education and health. These themes are examined from five primary perspectives: technology, economic development, demographics, transportation/growth management and quality of life.



LEAD VIRGINIA 2011 Program Schedule

Opening/Orientation Session:	April 14-16	Williamsburg
Regional Program Sessions:	May 19-21	Southern Virginia
	June 16-18	Shenandoah Valley
	July 14-16	Northern Virginia
	Sept. 15-17	Southwest Virginia
	Oct. 13-15	Hampton Roads
	Nov. 17-19	Richmond*
<i>*Special Events During Richmond Session</i>		
Graduation Dinner and Ceremony	Nov. 18	Richmond
Capturing the Experience Closing Session	Nov. 19	Richmond

Attendance Policy

Attendance at the April 14-16, 2011 opening/orientation session is mandatory. If you have a schedule conflict that prevents you from participating on these dates, please wait until next year to apply. Attendance at all program sessions is strongly urged. Participants who miss more than two days will be asked to withdraw.

For more information on *LEAD VIRGINIA*, visit www.leadvirginia.org, or contact:

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