



About *LEAD VIRGINIA*

LEAD VIRGINIA is a non-partisan statewide leadership organization that provides an annual, seven-session educational program intended to create a network of informed, active leaders with a shared vision for Virginia's future. Each program class comprises a diverse group of approximately 40 senior-level executives from public and private businesses, economic development agencies, elected and appointed government positions, and education and nonprofit agencies. Through the shared experience of seven intense monthly sessions held across the state, *LEAD VIRGINIA* program participants learn about regional differences and statewide needs.

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 and thereby lower the “transaction costs” of finding solutions to the problems facing Virginia. The *LEAD VIRGINIA* program creates opportunities for Virginia's leaders to educate each other about the issues in their communities, raises the level of understanding about the challenges facing each of Virginia's regions and provides a forum for Virginia's leaders to discuss their perspectives in an environment designed to build trust and mutual respect. *LEAD VIRGINIA*'s program will strengthen the capacity of Virginia's leaders to work together, build trust and create social capital.

With guidance from *LEAD VIRGINIA*'s curriculum committee, program content is designed by regional advisors representing academic, business, civic and diverse interests within each region and includes presentations by subject matter experts, case studies/analyses, in-depth dialogues/debates, on-site field studies and experiential activities. Current curriculum themes are local/regional economies, education and health as viewed from the perspectives of technology, economic development, demographics, transportation/growth management and quality of life. Themes will be adapted as needed to remain pertinent to Virginia's challenges.

The program begins in April and concludes in November of each year. The sessions last approximately two full days, beginning on Thursday afternoon or evening and ending at noon on Saturday. Each session is held in a different region of the state.

Since its inaugural class session in 2005, *LEAD VIRGINIA* has created a remarkable and growing network of Virginians who share a vision and commitment to make a positive difference in the future of the Commonwealth. Many of the program's participants have experienced fundamental life changes as a result of their participation in the *LEAD VIRGINIA* program, through the experiential learning opportunities and relationships that have been built. As a result, they have become more informed and engaged citizens and are part of a network of individuals and organizations with a shared goal of improving the state of the Commonwealth.

Now in its fifth year, *LEAD VIRGINIA* has accomplished a number of notable things, including the development of a dynamic, committed 39-member board of directors, incorporation and approval for IRS 501(c)(3) status. Additionally, the organization has raised sufficient funding to sustain continued growth of the program from generous individual contributors and organizations. For more information on *LEAD VIRGINIA*, please visit www.leadvirginia.org.



Susan Horne
President and Chief Executive Officer
LEAD VIRGINIA

Susan Horne has served as president and CEO of *LEAD VIRGINIA* since March 2007. Her responsibilities include program development, fundraising, recruitment of class members, alumni relations and awareness building for the innovative program. Susan played an integral role in the inception of *LEAD VIRGINIA* by serving on its steering committee and later board of directors. She is a graduate of the 2006 class and was selected by her class colleagues to serve as class graduation speaker.

Prior to heading *LEAD VIRGINIA*, Susan served as president and CEO of Leadership Fairfax, Inc. (LFI), the largest community leadership organization in the Northern Virginia region. During Susan's 15-year tenure with this private, not-for profit organization, she worked with the board of directors to guide the organization's strategic direction; built and maintained relationships with corporate and community partners; planned and executed the flagship LFI Signature Program and the Emerging Leaders Institute; and managed and implemented alumni activities, publications and special events, including the annual Northern Virginia Leadership Awards Gala. Susan has served as a frequent presenter at national and state conferences on community leadership initiatives.

She was elected to public office in 2004 to the Leesburg, Virginia 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 resolving intractable community issues such as neighborhood traffic calming, trail networks, pedestrian accessibility and older neighborhood infrastructure improvements. 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.

Susan 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 and an honorary member of Leadership Fairfax. She is the former CEO of the Loudoun County Chamber of Commerce where during her tenure she established the Dulles Connection Expo, Business Before Breakfast and Leadshare networking events, and served on the Loudoun School Business Partnership Executive Council to broaden business involvement in the local schools.

Susan currently serves on the board of directors of the Virginia Leadership Association and the Richmond Regional Board for the Sorensen Institute for Political Leadership. Susan was honored in 2007 by the Fairfax County Chamber of Commerce with its Blue Diamond Award recognizing Excellence in Corporate Citizenship, is an Honorary Member of Leadership Fairfax and has been recognized by Fairfax County for her work with Leadership Fairfax.

Susan and her husband Bob are parents of two daughters and relocated to Richmond from Leesburg upon completion of Susan's Town Council term. They are members of Third Presbyterian Church in Richmond.

Susan 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 2009 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 brunch 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 2009 Program Schedule

Opening/Orientation Session:	April 16-18	Williamsburg
Regional Program Sessions:	May 14-16	Southern Virginia
	June 18-20	Shenandoah Valley
	July 16-18	Northern Virginia
	Sept. 17-19	Southwest Virginia
	Oct. 15-17	Hampton Roads
	Nov. 19-21	Richmond*

***Special Events during Richmond Session:**

Graduation Dinner and Ceremony	Nov. 20	Richmond
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Attendance Policy

Attendance at the April 17-19, 2009 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.
