

"At a time when strong leadership is more critically important than ever to San Diego, LEAD San Diego is one of our region's greatest assets. As Mayor of San Diego, I work with LEAD graduates every day. I'm grateful for their energy, knowledge, and dedication, and I admire their determined focus and commitment to improving the quality of life in San Diego."

**- Jerry Sanders, Mayor, City of San Diego**

"It's such a privilege to be a LEAD participant. The curriculum, immersion experiences and networking opportunities are unbeatable. This truly is a Master's Degree on the San Diego region. I strongly believe it's one of the best investments you can make in yourself and in our community."

**- Trevor Blair, (Class of '07)  
Business Development Manager, Manpower**

"LEAD San Diego is great preparation for a life in public service. The people and issues I was introduced to during my LEAD experience are the very ones I encounter each day as a member of the San Diego City Council. LEAD contributes to the quality and depth of our civic life by educating and inspiring tomorrow's leaders today."

**- Scott Peters, (Class of '95)  
San Diego City Council President**

"LEAD San Diego graduates form a powerful network of community-dedicated volunteers who willingly put themselves out front, making difficult decisions and taking responsibility at all levels for creating a vision for the future of our region. LEAD's mission is vital to creating the kind of San Diego we desire today, and the one we hope to create and maintain for our children tomorrow."

**- Malin Burnham, Chairman of the Board,  
Burnham Real Estate**

"As a LEAD graduate and business woman, LEAD has helped me to understand complex issues affecting our region, and prepared me to take a leadership role in the critical decision making process that impacts our regional economy."

**- Susan Lew, (Class of '87)  
President, S. Lew Associates**

"LEAD means educated community leaders that can be called upon for support and involvement on issues affecting the San Diego region. LEAD graduates make a difference."

**- Doug Sawyer, (Class of '85)  
President & CEO, United Way**

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**LEAD**  
*san diego, inc.*  
Strengthening Our Region's Leaders

## What is LEAD San Diego?

**It's about leadership:  
Learning to lead and developing leaders.**

**It's about community:  
Philanthropy, volunteerism and  
Becoming involved.**

**It's about collaboration:  
Sharing knowledge,  
Expanding awareness,  
and embracing diversity.**

**It's about passion and commitment:  
Creative problem solving  
and getting things done.**

**It's about empowering yourself and others,  
and making a difference.**

**It's your opportunity to influence  
our region's destiny.**

***LEAD, and leave a footprint...***

# AN INTRODUCTION TO LEAD SAN DIEGO

LEAD San Diego is the only organization in the region solely dedicated to providing issue-oriented programming, leadership skill building, and community volunteerism opportunities to a growing set of regional leaders who understand and can respond to the quality of life challenges facing the greater San Diego region.

Among LEAD San Diego's 1,700-plus graduates are elected officials, heads of major civic and nonprofit organizations, corporate executives, and key community volunteers. They hold an estimated 3,000 seats on boards and commissions in San Diego County.

By participating in LEAD's programs, leaders from multiple sectors of the community gain vital information they would not otherwise be exposed to, and come away with a better understanding of the civic and social needs of San Diegans.

## What are LEAD San Diego's values?

- Regional Stewardship
- Embrace Diversity
- Economic Opportunity
- Community Collaboration
- High Quality of Life
- Quality Leadership

## What is LEAD San Diego's vision?

To advance the prosperity of the greater San Diego region through a collaborative network of connected, knowledgeable, and active community leaders.

## What programs does LEAD provide?

- **Core Curriculum Series:** This nine month flagship seminar series is for individuals who want to strengthen their skills, make an impact on their communities, and join a network of leaders. Graduates gain an understanding of critical community issues and how multiple sectors work together to make San Diego a sustainable region.

- **Programs and Services for Graduate and Community Members:** Seminars and programs throughout the year build on the core curriculum series, inform members about current issues, provide opportunities to network with regional leaders, and highlight ways to engage in community leadership.

- **Behind the Headlines:** Exclusive *behind the scene* tours of key facilities and organizations in San Diego offer members the chance to participate in substantive discussions and get involved in real issues.

- **The Leadership Trust:** These LEAD members act as a "brain trust," suggesting new ways to help LEAD meet its mission of strengthening leaders and advancing prosperity in our region.

What is the San Diego LEADERSHIP Directory? New for 2007, LEAD's *San Diego Regional LEADERSHIP Directory* should sit on the desk of every person engaged in the future of our community. The Directory is a one of a kind resource detailing information on LEAD San Diego members, elected officials, members of boards and commissions, key executives and organizational leaders. If you're leading San Diego, don't be left out of the *San Diego Regional LEADERSHIP Directory*.

## How do I become a LEAD San Diego graduate?

Applications for LEAD coursework are open to all adults and are available in January. The application period closes the first week in June. The interview and selection process takes place during the summer, and the program begins in September. To apply, go to [www.leadсандiego.com](http://www.leadсандiego.com).

## Can you be a member of LEAD if you have not graduated from the Core Curriculum series?

Yes! LEAD has recently opened its membership to community leaders who are *not* graduates. As members of LEAD, these individuals demonstrate their commitment to developing the future leaders of San Diego while enjoying the membership benefits of the organization.

## Who supports LEAD San Diego?

LEAD San Diego is a 501(c)(3) not for profit organization. LEAD's corporate, community and individual investors play a critical role in fostering leadership in the community and enriching the quality of life in the San Diego region. LEAD is sustained by program tuition, membership support, corporate and foundation gifts, grants, and individual donations.

