



Developing Leaders

November 2005 Session 2
Issue 2

Community Leadership Program is Organizing for Action

The *Tioga County Development Corporation's Leadership Tioga County* held its second session, **Organizing for Action**, on November 4th, 2005 at Riverside Park Community Building in Blossburg, PA. Session 2 focused on strategic planning, project organization, Strengths Weakness Opportunity Threat (SWOT) analysis, as well as the importance of teamwork and consensus. Guest speakers included Mike Egan, Executive Director for Tioga County Redevelopment Authority, Heidi Jones, V.I.B.E. President, Timothy Nuhfer, Manager Economic Development of Pennsylvania First Energy, and Charles & Joyce Andrews, Tioga County Concerned Citizens Committee.



Timothy Nuhfer
Manager Economic
Development of Penna.
First Energy

Mike Egan kicked off the day's activities by educating participants about the history of Tioga and Bradford County Housing Authority. The Tioga and Bradford County Housing Authority is a non-profit organization that was developed to assist low to moderate income elderly individuals and families find affordable housing. The Riverside Park Apartments were established in 1969 and was the first affordable housing facility in Tioga County.

Vision in Business and Entertainment (V.I.B.E.) president Heidi Jones, introduced the group to V.I.B.E.'s vision "to establish Blossburg as a landmark community in Tioga County, Pennsylvania, by developing and implementing plans for the future that increase employment and recreational opportunities, improve community appearance and historical understanding, and energize community participation and support." Ms. Jones then introduced

the group to SWOT analysis. Participants worked in several smaller teams to develop some of the Strengths Weaknesses Opportunities and Threats that face Tioga County. These exercises allowed participants to experience the steps involved in developing an effective SWOT analysis.

Following a break for lunch, Timothy Nuhfer, Manager Economic Development for Pennsylvania First Energy, gave a brief presentation on marketing skills. Mr. Nuhfer covered the 4 P's for effective marketing. These key areas consist of Product, Place, Price, and Promotion. Product refers to what a business or non-profit organization offers to prospective customers/clients. Place is the bridging of physical separation

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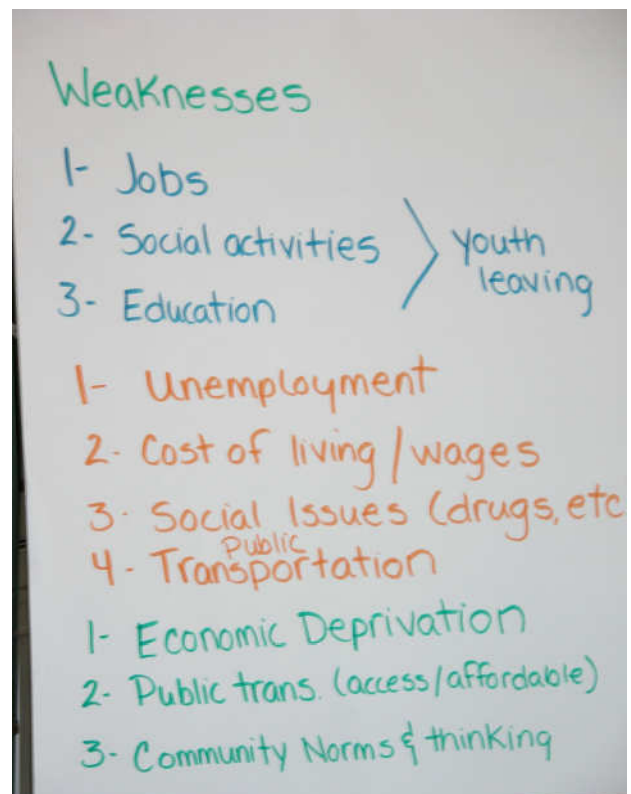
Tioga County Development Corporation

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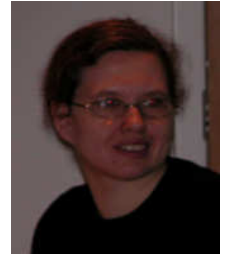
between buyer and seller. Price is the amount that is exchanged for a product, and finally promotion refers to the means that marketers use to talk to existing and potential customers. Mr. Nuhfer believes that in order to have an effective marketing campaign the team must establish marketing goals and an implementation plan.

Charles & Joyce Andrews of Tioga County Concerned Citizens Committee (TCCCC) introduced CLP participants to the steps which are involved when organizing for action. TCCCC was established in 1984 to fight a proposed landfill in Hamilton Township. While organizing for action, the TCCC committee established their purpose, identified objectives, developed a strategy, as well as identifying resources. Identifying these organizational roles allowed the TCCCC to develop the necessary steps needed to defeat the proposed land fill. As the needs of the organization changed, TCCCC reevaluated goals, purpose, objectives, resources and developed new strategies. TCCCC has grown since their initial start up in 1984. The committee is currently working on stream cleanup projects, watershed reclamation, abandoned mine reclamation, and environmental education.

Session 2 ended with a walking tour of Blossburg. This allowed participants to view the progress in which V.I.B.E. has made along with intended future improvements. For more information about V.I.B.E please visit <http://www.blossburg.org/vibe/index.aspx>



CLP Class of 2006 Profile



Kristen Haase is one of the featured Future Leaders of the November 2005 edition of the *Developing Leaders*. Kristen resides in Wellsboro and has lived in Tioga County for almost 20 years. She is employed by the Tioga County Courthouse as a member of the Support Staff, where she assists in various offices. Currently, Kristen is spending much of her time in voter registration. She has obtained a Bachelors Degree in Criminal Justice from Mansfield University. During her leisure time, Kristen enjoys reading, scrap booking and relaxing with friends.

When questioned about her reasons for joining the *Community Leadership Program*, Kristen replied, "I wanted to make new connections and network throughout the community." She also commented that the *CLP* Retreat at His Thousand Hills was a great experience for bonding and making new friendships. Kristen stated she has set a goal that she hopes to accomplish through the program, which is to increase her self esteem and self confidence. Kristen is very excited about her future and hopes to own her own kennel to foster her love of animals. Kristen ended her interview with this parting quote from Sherlock Holmes, "Elementary my dear Watson..."



Employer Interview



Mr. Pete Guidi, President / CEO of Ward Manufacturing and Executive Vice President of ACP Manufacturing, was first introduced to a leadership program in 1978 in his home state of Texas. When he learned of the *Leadership Tioga County Community Leadership Program* he wanted to do everything he could to get his employees involved in the Program.

Since the program began in the Fall of 2002, Ward Manufacturing has sponsored five individuals, including three from ACP Manufacturing. Mr. Guidi felt that his experience in a leadership program was very beneficial to him and that a community benefits greatly from this type of program.

Along with his duties at Ward and ACP, he is also involved in many community activities. Mr. Guidi currently serves as a board member of Pennsylvania Foundry Association, President of Ductile Iron Society, President of his local Home Owners Association, board member of Mansfield University Foundation, as well as being on the Penn State Cast Metals Industrial Advisory Committee.

Mr. Guidi believes that programs like *Leadership Tioga County* helps develop individuals and encourages participants to learn about their communities, the systems that are in place, as well as getting involved in the county. Mr. Guidi states that "the networking that they (*CLP* participants) receive is invaluable". They learn how the county is politically developed and are exposed to variety of employers in the county. Participants are also subject to the different business styles and philosophies throughout their communities." Mr. Guidi feels that participants may not have pursued community involvement at these levels if they had not been involved in this type of program. Ward and ACP are completely committed to the program and will continue to sponsor individuals, as well as helping to promote community involvement.

In closing, Mr. Guidi states that "the program creates enthusiasm among younger individuals to become more involved in their community, its interests, and needs. recommend the program to all employers.

Community Leadership Program Alumni

Alumni Interview- Sue Sticklin

Sue graduated from the *Community Leadership Program* Class of 2003. Sue is the Program Director of Laurel Health's Community Support Services. Being a member of the "inaugural" class, Sue had much curiosity when beginning the program.

During the *CLP*, Sue took on more activities personally and professionally, such as becoming the President of the Partners in Progress Board of Directors. Sue stated, "The most beneficial part of the *CLP* has been in retrospect and appreciating the vast disciplines and personalities of the group." Sue's *CLP* team had a mission of raising community health awareness and interest in the Tioga County Partnership for Community Health. An informational video was created to present to businesses and other organizations.

When asked if she had any advice for current participants, Sue replied, "Don't let attitudes of others influence you, soak up the experience, enjoy it and most importantly be honest about the sessions." Sue has remained involved with the *CLP* as a presenter and currently as a co-chair. She is active in numerous community programs and services and has relied on a valuable skill from the *CLP* of picking, choosing and setting time restraints to various commitments. Completing the Master Gardener Program through Penn State Cooperative Extension, volunteering for Special Olympics, Boy Scouts and the Red Cross are all activities that Sue finds gratifying.

Sue's most memorable moment was planning for graduation. The task started with some difficulty as participants had varying ideas and thoughts. The group utilized time with Jim Weaver and the consensus circle to come to a decision. Sue commented that the decision-making experience heightened her appreciation of the consensus circle process. When asked if she would like to see anything added to the *CLP* Sue replied "I would like to see more hands-on experiences." In closing, Sue mentioned that she has noticed vast improvements in the *CLP* and encourages other to participate.

Tioga County Trivia

Each monthly issue will contain trivia questions concerning Tioga County. Please bring all answers to *CLP* mixer in April 2006 to be entered in a grand prize drawing. We look forward to seeing you there.

- 3.) Who was the first US Secretary Of Labor ?
- 4.) What president did he serve under ?
- 5.) Prior to serving in office, what Tioga County town did he live ?



Dick and Marsha trying to fit into someone's group

Youth Leadership Program Alumni

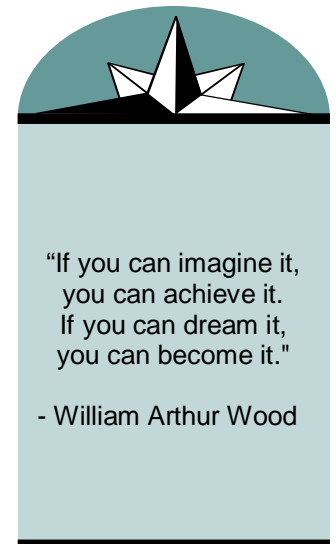
Jehanna Howe was one of the first participants in the *Leadership Tioga County Youth Leadership Program*. She originally signed up for the program because it seemed like a good thing to put on a resume or college application, but she says that she received so much more. She said the program gave her the first real glimpse at the many parts that come together to form a community. While visiting several factories and businesses in the area she learned about their day to day operations and management and how the companies are involved in the local and greater community. She says that those visits made her realize that everything is more complex than she imagined and how closely connected everything and everyone in the community really are.

Jehanna felt that the *Youth Leadership Program* helped her to become more goal-oriented and able to communicate her ideas effectively and fairly. She enjoyed meeting other students from around the county and working in groups with them was a good challenge. Her advice to current participants is to enjoy the many experiences the program offers, especially connecting with others in the area. She feels that meeting people and making connections is a great way to discover new things, make plans for the future and allow the program to give you a new perspective of yourself and others around you.

Jehanna hopes that the future will continue to evolve her interests in Natural Resource Planning so that she can work to conserve and protect the beautiful places in the area. She feels that her experiences in the Program will help her realize the importance of considering the entire community when planning for the future. She ended by stating her favorite Native American Proverb "We do not inherit the Earth from our Ancestors. We borrow it from our Children".

Strategic Plan

Strategic planning is used by organizations to help determine where they are going over the next several years and how they plan to get there. It provides a basis for more detailed planning, stimulates change, and becomes a building block for future plans. Strategic planning provides the organization to clearly define goals and objectives, as well as communicating the goals and objectives to others. When developing a strategic plan, an organization needs to analyze their strengths, weaknesses, threats, and opportunities. Conducting this analysis will aid the organization in the process of developing their vision, mission, values, objectives, strategies, and goals. For more information on strategic planning please visit www.managementhelp.org



Thank You



CLP Class of 2006 would like to thank the following sponsors for Session 2:
First Energy and Riverside Park.

The *Tioga County Development Corporation Leadership Tioga County Youth Leadership Program* Class of 2006 participated in Session 2 **Understanding Business & Economics** on November 15, 2005. The morning part of the Session was held at Westfield Borough Community Hall and the afternoon was held at K & W Medical Specialties in Westfield, Pennsylvania. The Session included a panel discussion entitled "Why I Work and Live in Tioga County." Pictured are Participants and Staff listening as Students gave presentations about a business in which they would like to seek a career. Session 3 **Healthy Communities** will be held at the Tioga County Human Services Building on Tuesday, December 13, 2005.



History Note:

In 1792 Robert and Benjamin Patterson discovered coal within the town limits of Blossburg, then known as 'Peter's Camp'. In 1802 Aaron Bloss moved to 'Peter's Camp' and is considered to be the first settler of Blossburg. During the early 1800's Aaron Bloss made an attempt to found a town by changing the name of 'Peter's Camp' to Blossburg, on August 29, 1871, the town was officially recognized