

For Details, Contact:

Jim Cathcart, Founder, 101 Leaders Institute

phone 805 777 3477

email: jim@101leaders.com

website: www.101leaders.com

Executive office: 2324 Crombie Ct., Lake Sherwood, CA 91361

70 Community Leaders Gather to Advance "the 101 Corridor"

September 21, 2006 - Thousand Oaks, CA, USA

Seventy civic and community leaders from Ventura and Los Angeles Counties met at Sherwood Country Club on Friday, September 8, 2006 for what was billed as "The Inaugural 101 Leaders Summit" for non-profit and charity leaders.

This event springs from The 101 Leaders Alliance, an entity created in 2003 by Jim Cathcart, author and professional speaker from Thousand Oaks, to advance the quality of life within the region from Calabasas through Ventura along Highway 101. "These twelve communities contain over half a million people and enjoy one of the highest quality of life ratings in the nation," according to Cathcart. He says that, "In order to sustain and enhance our region we must value the leaders we now have and train many more to take their place." That is the purpose of the "Alliance."

Professional fund raiser and business coach Jeff Tanenbaum of Westlake Village joins Mr. Cathcart in this venture. Together they are connecting the providers and the leaders in order to reach out to others aspiring to lead. They have reached out to the universities, civic groups, consultants, businesses and government offices to provide needed resources.

The 9 faculty who presented at this Summit along with Cathcart and Tanenbaum were:

Bob Brooks

Ventura County Sheriff

Marty de los Cobos

VP for University Advancement,

California State University Channel Islands

Art Hobba

President of Principle Based Enterprises

Organizational Development Specialists

Mark Lefko

President of Lefko Group

Specialists in Off-site Corporate Retreats

Linda Livingstone

Dean, Graziadio School of Business & Management,

Pepperdine University

Charles Maxey

Dean, School of Business

California Lutheran University

Terry Paulson

Professional Speaker & Author

Paulson & Associates, Inc.

Hugh Ralston

President,

Ventura County Community Foundation

Charles Schultz

President of Crescendo Interactive,

Total Planned-Giving Solutions

The day opened and closed with keynote speeches on such topics as "The Need for People Who Can Lead" and "Now is the Time, This is the Place, You are the One!" Presentations, panels and roundtable discussions throughout the day were based on 3 foundation topics: "How to Generate Revenue", "Growing Organizational Support" and "Developing Leaders".

The luncheon panel included: three educators from Pepperdine, California Lutheran and Cal State Channel Islands, plus the head of the Ventura County Community Foundation and the Ventura County Sheriff. Each offered their perspective on the current and future need for the development of leadership skills and resources. All agreed the need is strong now and will become even greater.

According to Ventura County Sheriff Bob Brooks, California law enforcement, alone, will need approximately 1,750,000 applicants over the next 6 years to be considered for the 76,500 open positions that will result from current needs, retiring officers and new positions being created to keep up with growth and Homeland Security needs. This staggering number is based on the fact that only 3-4% of law enforcement applicants will qualify for the available positions.

Attendees from a wide variety of non-profit sectors and cities throughout the region could clearly relate to this issue, many of which echoed similar challenges trying to find future leaders to support the growth of their organizations.

Following the closing remarks, many attendees remained to enjoy a hosted wine tasting, mingle and share their thoughts on the day. The following comments were made by attendees:

- "I was excited at the magnitude of the content."
- "The event maintained a good pace and was high energy."
- "There was a good mix of head & heart."
- "Presentations stayed focused and high level."
- "The panelists were fabulous."
- "I discovered what great resources exist in our community."
- "Good practical sharing and exchanging of ideas."
- "Great venue and flow of activities."
- "Great format, fantastic venue & the speakers were never dull!"
- "Good networking opportunity."
- "I need a bigger hat for all the new information in my head."
- "The gifts, books & CDs received all day made it even more fun."
- "The event ended exactly on time. How did you do that?"
- "Everyone got a chance to participate & you listened to our input."
- " I want to help, when is the next one?"
- "It was impressive that NBC news sent a crew to cover the event."
- "You set the standard for a first class day of training."

Attendees included people from the following organizations:

- | | |
|---|--|
| 805 Living Magazine | Interface Children & Family Services |
| A.G. Edwards | Kruse Design Services |
| Alliance for the Arts | Lefko Group - Facilitators |
| American Heart Association | New West Symphony |
| Biola University | Our Redeemer Lutheran Church |
| Boys & Girls Clubs of Conejo & Las Virgenes | Patrons Association of LA VC |
| Cal State Univ. Channel Islands | Principle Based Enterprises |
| California Lutheran University | Rotary Club - Conejo Valley Centennial |
| Casa Pacifica | Senior Concerns |
| Cathcart Institute, Inc. | SEV YMCA |
| Christian Foundation of the West | Simi Valley Buick |
| Chrysalis | Sonic Ventures |
| Conejo Las Virgenes Future Foundation | Stirling Behavioral Health Institute |
| Crescendo Interactive | Structure Development, LLC |
| Cupid's Coach | The Ackert Advisory |
| Frumi & Associates | The Jewish Federation Valley Alliance |
| Go Be Do Productions | United Way Ventura County |
| Herzog Wine Cellars | Ventura County Community Foundation |
| Hoefflin Law | Ventura County Sheriff's Department |
| Infinite Strategies Coaching | Ventura County Sheriff's Foundation |

For photos, downloads, slides, resoure links and articles visit the website- www.101Leaders.com
For more information on the 101 Leadership Summit or the 101 Leaders Alliance, visit us on the web, or contact: info@101Leaders.com, 805 777 3477 or 805 496 8087.

###



About the 101 Leaders Alliance

"101 Leaders Alliance" is a collaboration between Cathcart Institute, Inc. and Infinite Strategies both based in Ventura County. Professional speaker and author Jim Cathcart created the 101 Leaders Institute in response to the continuing need for skilled leaders at all levels of our society. Professional fund raiser and business coach Jeff Tanenbaum has joined him to create an alliance geared to increasing leadership skills throughout the region.

The targeted market for 101 Leaders is the "101 Corridor" from Calabasas through Ventura along the 101 highway itself. In these twelve communities there are more than 500,000 people, multiple universities, colleges and other schools, as well as scores of organizations designed to help the community sustain an already high standard and quality of living.

In casual surveys throughout this region, Cathcart and Tanenbaum have found almost unanimous agreement that in many cases: meetings are poorly led, projects disorganized, public presentations unclear or boring, volunteers though willing are not directed well, people skills are inconsistent, and more. There is an abundance of intelligence, education and talent for virtually every need, yet personal leadership skills still appear to be lacking. This is not merely true for the 101 Corridor; it is prevalent throughout the business and civic community nationwide.

"The problem," suggests Cathcart, "is that existing approaches to leadership development don't require people to learn to: lead meetings, deliver compelling presentations, motivate others, organize projects and follow through on agreements. People learn to be excellent at analysis, strategy, science, technology, systems, philosophy, and marketing but not at 'getting the job done'." For example, Cathcart asks his audiences, "think of the last time you attended a meeting that was led by a well educated person, yet the meeting ran over time, was confusing and boring or worse." He always gets acknowledgement that the need exists.

Tanenbaum adds, "The ability to get things done through others is still the most highly valued skill in our society." Leaders are valued and sorely needed. Consider the plethora of books on "leadership" over the past five years alone. Resources and information abound yet the skill levels haven't noticeably advanced. This is because application is needed, says Cathcart. We need "action learning" as our primary mode for developing leadership skills.

In the 1970's Cathcart was the National Program Manager for Leadership Training at the U.S. Junior Chamber of Commerce. His role there was to develop training programs and teach others to use them in the tens of thousands of "Jaycees" chapters nationwide. They had 356,000 members and Cathcart was kept busy flying from state to state to train and motivate other trainers. Today he works as a professional speaker and business advisor, serving currently on advisory boards for the Schools of Business at both Pepperdine University and California Lutheran University. Of the thirteen books he has written and published, all are focused on developing the individual's skills for leadership and sales success.

101 Leaders Alliance will hold its first Leadership Summit for Non-Profit and Charity Leaders at Sherwood Country Club, September 8, 2006. This all day program will include keynotes, breakouts, panels and discussions among the current and future leaders of "the 101 corridor." For further information, call 805 496 8087 and visit www.101Leaders.com.