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## Local Non-Profits Meet On 911 Anniversary to Teach, Discuss, and Learn Leadership Strategies for a Changing World

**August 18, 2006 - Thousand Oaks, CA, USA**

As Ventura County communities solemnly honor the 5<sup>th</sup> anniversary of 911, local non-profits and community leaders are gearing up to attend the inaugural "101 Leadership Summit for Non Profit & Charity Leaders," scheduled for September 8, 2006 at the Sherwood Country Club in Thousand Oaks. Organizers from the **101 Leaders Alliance** hope the event will help groups "get ready" for the leadership challenges and obstacles that 101 Corridor groups face.

101 Leaders Founder **Jim Cathcart** says, " The recently foiled attempts to sabotage airliners would have caused a global panic among travellers. It was averted because the British Intelligence people were "ready" to identify and isolate the threats. When 9-11 hit we were not prepared for such a shocking attack. We expected something much more conventional from our adversaries.

We never know what life is going to throw at us, but we do know that it is still pitching. When the next shocking event occurs there will be many who run and hide, others who stop dead in their tracks and do nothing until it seems safe again, and then...there will be those who take positive action and move forward almost instantly. Those are the people who have thought in advance about how to get things done, even in a crisis. In any endeavor there is a need to: motivate people to action, organize actions and resources, communicate important information, teach key skills, generate revenues, minimize costs, think critically, and more.

The curriculum for the day is built around three topics: Growing Your Leadership Team, Building A Community of Supporters, and Generating Net Revenue.

Presenters include:

**Bob Brooks**, Ventura County Sheriff,

**Jim Cathcart**, Founder of the Alliance, Bestselling Author and Professional Speaker,

**Marty de los Cobos**, VP of University Advancement, Cal State University Channel Islands

**Art Hobba**, President, Principle Based Enterprises, Organizational Development Consultants,

**Mark Lefko**, President, The Lefko Group, Facilitators of Leader Retreats,

**Linda Livingstone**, Dean, Graziadio School of Business & Management, Pepperdine University,

**Charles Maxey**, Dean of California Lutheran University's School of Business,

**Hugh Ralston**, President, Ventura County Community Foundation,

**Charles Schultz**, President, Crescendo Interactive, Planned Giving Specialists,

**Jeff Tanenbaum**, Leadership Summit Partner, Business Coach & Fund Raising Specialist.

This full day event will concentrate on building personal leadership skills such as: Motivating volunteers, generating more net revenue from projects and events, and building a community of supporters.

Another highly-anticipated session, "How to grow your organization through eMarketing and eRelationships," by Charles Schultz, will show how to leverage technology to strengthen connections with people.

For more information on the 101 Leadership Summit or the 101 Leaders Alliance, visit [www.101leaders.com](http://www.101leaders.com), or contact: [info@101Leaders.com](mailto:info@101Leaders.com), 805 777 3477 or 805 496 8087.

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## 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](http://www.101Leaders.com).