



LEAD SAN DIEGO

A catalyst for leadership



AGENDA

May 28th “Influence: Who ‘Runs’ Our Region” Seminar

8:00 to 8:30 a.m. Network & Continental Breakfast

8:30 a.m. to 4:30 p.m. Program

National University

Spectrum Business Park Academic Center

LEAD’s last seminar of the 2009-10 nine-month series is titled Influence: Who ‘Runs’ our Region? The Class will gain new insights and specifics on how policy/decision-making is influenced in our region. Participation by the media, appointees, business leaders, analysts and community leaders make this a thought-provoking and motivating seminar.

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| 8:00 – 8:30 | <i>Network & Continental Breakfast</i> |
| 8:30 – 10:00 | <i>Using the Media to Build Capacity for Nonprofits</i>
Drew Schlosberg
Community and Public Relations Manager
<i>The San Diego Union-Tribune</i> |
| 10:00 – 10:15 | BREAK |
| 10:15 – 10:30 | <i>Housekeeping Items & Sharecase/Graduation</i>
Sherrie-Lyn M. Thompson
Vice President, Programs
LEAD San Diego |
| 10:30 – 11:15 | <i>Representatives Want To Represent</i>
Ben Hueso
Council President
City of San Diego, Council District 8 |
| 11:15 – 11:25 | BREAK |
| 11:25 – 11:55 | <i>Dialogue With Port Commissioner Scott Peters</i>
Commissioner Scott Peters (1995)
Port of San Diego |

- 11:55 – 12:30 *San Diego's News Crisis: Who Will Keep Us Informed?*
Dennis Morgigno
Director of Original Programming, *CHANNEL 4 San Diego*
San Diego Interconnect-Operated by Cox Media
- 12:30 – 1:30 **LUNCH**
- 1:30 – 2:15 *Strengthening our Civil Society*
Cheryl Alethia Phelps
Director, Civil Society, Analysis & Strategy
San Diego Foundation
- 2:15 – 2:25 **BREAK**
- 2:25 – 3:05 *Lobbyist: Dirty Word or Indispensable?*
Benjamin Haddad, Partner
California Strategies, LLC
LEAD Board of Directors
- 3:05 – 3:15 **BREAK**
- 3:15 – 4:00 *Doing Your Share*
Ernest Rady
Director, Various Boards
Recognized for Lifetime of Achievement in Corporate Governance
- 4:00 – 4:30 *Continue To LEAD...*
Larry Fitch (2001f), Senior Fellow
Corporation for a Skilled Workforce
LEAD Board of Directors
- 4:30 **ADJOURN**

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