



The  
**Regional Leadership Series, V**

*Developed by The Greater Cumberland Committee in cooperation  
with Allegany College of Maryland, Frostburg State University,  
Garrett College and Potomac State College of WVU.*

**RL5501**

**Strategic Planning**

Frostburg State University • Ort Library, Ort Room (4th Floor)

Friday, September 13, 2013 • 9AM-12 Noon

**RL5502**

**Enhancing Your 8 Dimensions of Leadership**

Garrett College • Continuing Education Building, Room 205

Wednesday, October 9, 2013 • 9AM-12 Noon

**RL5503**

**Harnessing the Power of Social Media**

Potomac State College of WVU • Davis Conference Center, Keyser, WV

Wednesday, November 13, 2013 • 9AM-12 Noon

**RL5503**

**Dealing With Difficult People and Conflict**

Allegany College of Maryland • Center for Continuing Education, Room 8

Wednesday, December 11, 2013 • 9AM-12 Noon



# The Regional Leadership Series, V

## COURSE DESCRIPTIONS

The Regional Leadership Series was developed by The Greater Cumberland Committee (TGCC) and the four sponsoring educational institutions to compliment existing leadership programs including: Leadership *Allegany!*, The Western Maryland Rural Leadership Academy, Leadership MD and Leadership WV. For graduates of these programs, this series provides the tools needed to affect positive and sustainable change in our regional community. For existing and potential civic and corporate leaders, or those wishing to gain knowledge or sharpen a specific skill, the courses can offer valuable information related to service on non-profit boards and committees. This program has received rave reviews since its start in 2009. Based upon feedback from prior participants, the Regional Leadership Series V includes the following new courses sponsored by the educational institutions listed.

### **RLS501: Strategic Planning** **Course Cost: \$55.00**

**Frostburg State University • Ort Library, Ort Room (4th Floor)**  
**Friday, September 13, 2013 • 9AM – 12 Noon**

**Presenters: Amit Shah, DBA and Thomas Sigerstad, MBA, PhD**  
Frostburg State University College of Business Department of Management Strategy Professors

Do you have to be a big corporation to engage in strategic planning? Do you need a dedicated staff of strategic planners or some top manager in charge of strategy to make it happen in your organization, big or small? What exactly do strategists do? What are the differences between strategic and tactical moves? How do you engage in "intelligence gathering" to be a well-informed strategist? Are there some basic tools to assist any type, or size of organization when it wants to get involved in strategic planning? Where does the strategist start? How do they make heads or tails of all the things they find out to determine what is important to success? How do they make the tough choices between strategy "A" and strategy "B"?

Walk away from this informative workshop with the knowledge that anyone can engage in strategic planning and take home some tools to get involved in the process whether you are planning a strategy for yourself personally, your smaller firm, or a larger organization. Become a "big picture" person which enables you to focus on more than the fires you need to put out today, but rather what tomorrow should look like...that "tomorrow" that happens down the road next year, or even further away, that you see in your "vision".

The workshop will include the following topics:

- What tools help us in understanding our industry?
- What conditions exist in the environments your industry operates in?
- Does your industry have a competitive environment with others providing the same goods or services?
- How do you determine the resource capabilities and constraints compared to those you compete with?
- How do you generate possible strategies once you have made the above analyses?
- How do you pick the best strategies?
- What things should you consider for implementation of your strategies?
- How often and why should you evaluate your strategies?

### **RLS502: Enhancing Your 8 Dimensions of Leadership**

**Course Cost: \$55.00**

**Garrett College • Continuing Education Building, Room 205**  
**Wednesday, October 9, 2013 • 9AM – 12 Noon**

**Presenter: Jeannette Rudy Fitzwater, JR Fitzwater & Associates, LLC**

To be an effective leader you need to know your strengths—but that's only part of the story. You also need a broad perspective on all the behaviors needed to be an effective leader. Join us for a session to learn about both!

You'll start by taking a quick on-line leadership assessment, prior to the session. Then at the session you'll receive your own personalized leadership map and a complimentary copy of "The 8 Dimensions of Leadership" book. Through various activities, you'll discover the strengths of your current style and gain insight into how you can leverage your own strengths and enhance some of your more challenging dimensions.

Specifically you will:

- Learn about your leadership style
- Identify your leadership priorities
- Explore the identified strengths of your style
- Learn lessons from those that have distinctly different styles
- Be introduced to the Work of Leaders Process

### **RLS503: Harnessing the Power of Social Media** **Course Cost: \$55.00**

**Potomac State College of WVU • Davis Conference Center, Keyser, WV**  
**Wednesday, November 13, 2013 • 9AM – 12 Noon**

**Presenter: Mindie Burgoyne**

Social media platforms and their user demographics are changing constantly. How do we use it to gain a measurable result? Many companies and organizations are using social media, but they don't know whether or not it's working and it's difficult to link revenues, memberships, donations, or expanding markets directly to social media use.

The workshop will include the following learning objectives:

1. To understand the G.A.F. (Google, Amazon.com, Facebook) Principle and how it relates to dramatic global changes in marketing and public relations.
2. To understand that markets are now conversations and listening to and engaging in conversation is crucial to any marketing initiative. Social media is the tool that allows participation in virtual conversations connecting with unlimited global markets.
3. To learn how to identify core customers and uncover customer needs by engaging in virtual conversations via social media.
4. To understand the basic functions of the top 5 social media platforms and how they help develop a marketing strategy.
5. To review three case studies that demonstrate the processes mentioned above that led to a viral communication and marketing success.

**RLS504: Dealing With Difficult  
People and Conflict**

**Course Cost: \$55.00**

**Allegany College of Maryland • Center for Continuing Education, Room 8  
Wednesday, December 11, 2013 • 9AM – 12 Noon**

**Presenter: Gary J. Durr, Out of the Box Learning Solutions, LLC**

On a daily basis we have contact with people who are less than pleasant and cooperative. The fast-paced world of work and life are complex enough without the added stress of dealing with difficult people. This workshop will focus on strategies for maximizing our performance while offering solutions to handling difficult personalities. We will also explore the potential of utilizing difficult situations as an opportunity to enhance relationships and collaboration with others.

The workshop will include the following topics:

- Examination of encounters we have with difficult personalities and behaviors.
- Identification of buttons that are pushed by difficult people that limit our efficacy and performance.
- Exploration of the exchange process in which our emotions often compromise our success at reaching a favorable outcome of a problem.
- Identification of strategies that we can utilize to defuse and minimize difficult behaviors of people and their impact on our effectiveness.

**ABOUT THE GREATER  
CUMBERLAND  
COMMITTEE**

**Serving Allegany & Garrett Counties, MD  
and Mineral County, WV**



TGCC is a regional business funded non-profit serving three states and five counties. The mission of TGCC is to help identify opportunities for collaboration to enhance the quality of life in the region, to negotiate broad and sound solutions to community issues and to serve as a convener, facilitator and catalyst for regional responsiveness and community involvement. We envision a vibrant region where: population growth is supported by strategic economic development, where natural, cultural and heritage resources are valued and cultivated, where educational institutions are poised to provide services to increasing populations, and where infrastructure investments encourage sustainable development and the next generation of investment.

**For more information, please contact**

**Juli McCoy, Assistant Director**

**The Greater Cumberland Committee**

**71 Baltimore Street, 2nd Floor,**

**Susquehanna Bank Building**

**Cumberland, Maryland 21502**

**Phone: (301) 722-0090 • Fax: (301) 722-0091**

**DEADLINE TO REGISTER**

**1 week prior to course offering.  
Series registration deadline is 9/6/2013**

**REGISTRATION INFORMATION**

To register for individual courses or the full series, please call or mail payment (payable to ACM) to the ACM Registration Specialist at the contact information shown below.

**Allegany College of Maryland Registration Specialist  
Center for Continuing Education  
12401 Willowbrook Road, SE • Cumberland, MD 21502  
or to register by fax, 301-784-5023 (credit cards or PO's, please)  
or register by phone, 301-784-5341.**

**TUITION**

\$55 per person/per course.

Save 10% when you enroll in the entire series (RLS500) for just \$200.00

**CONTINUING EDUCATION UNITS  
and CONTACT HOURS**

Continuing Education Completion Certificates will be awarded for each course. An additional Series Certificate will be awarded for those who complete all 4 courses. To receive course completion awards, participants are required to attend the full course and complete and submit the course evaluation.

**COMFORT ZONE**

Although every effort is made to have a comfortable temperature in the meeting room, everyone's comfort zone is different. Please bring a jacket or sweater in case the room is too cool for your comfort.

**FOR YOUR CONVENIENCE**

In case of inclement weather on the day of the course listen to local radio stations for information about early closings or cancellations.

**DIRECTIONS**

Please visit the following websites to obtain driving directions.

[www.allegany.edu](http://www.allegany.edu)  
[www.garrettcollege.edu](http://www.garrettcollege.edu)  
[www.frostburg.edu](http://www.frostburg.edu)  
[www.potomacstatecollege.edu](http://www.potomacstatecollege.edu)

