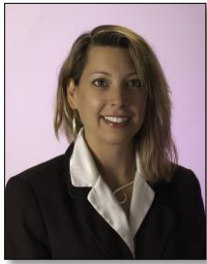


EXECUTIVE LEADERSHIP PROGRAM



Lori Higgins, president, MetroNorth Chamber of Commerce

What is leadership? There's a thousand different books, quotes and ideas as to how to answer that question. Personally, I believe that you can't have leadership without learning. As President Kennedy said, "leadership and learning are indispensable to each other." (OK, I had to sneak in a quote.)

As chamber executives, it seems like there is never enough time in the day. But I believe we owe it to our organization and ourselves to continue on the quest for learning and be the best leader we can be.

With that philosophy in mind, in 2012 I participated in the Executive Leadership Program through the Minnesota Chamber. This program allowed me to visit other chambers throughout the state: ones I consider to set the bar on running effective organizations. I learned how to take the 'best of the best' and apply it to my chamber. Universal topics such as membership, marketing, governance, and economic development provided relevant take-a ways, regardless of chamber size or demographic. Also, there was an instant comradely amongst the program attendees, several of whom I still connect with on a regular basis. As you may know, having a strong network is vital to a chamber exec's sanity!

I therefore encourage you to apply for the upcoming Executive Leadership Program, running from October 2014-May 2015. It's a nominal investment of your time and dollars for a high return on both personal and professional benefits. As stated by John Wooden, "it's what you learn after you know it all that counts." (Sorry, couldn't resist another!)