

ADVANTAGE

Leadership Opens Doors

Leadership skills enable the participants to advance in their career goals and enhance their personal growth.

Individuals participating in the program will meet with key leaders in the governmental, corporate, non-profit and for-profit private and public sectors of the community.

Those particularly interested in advancement to key leadership roles within their organizations and the community at large will greatly benefit from this program.



Class of '06 Retreat

Leadership graduates will benefit by expanding their base of knowledge of how their community operates.

The program provides participants the opportunity to share their ideas and to network with other professionals.

This forum cultivates an environment which enhances positive growth in our community.

For detailed program information and underwriting opportunities, visit:

www.leadershipeastbay.com

Or call:

*Berkeley Chamber of Commerce
510.549-7000*

or

*Emeryville Chamber of Commerce
510.652-5223*



Developing leaders through
business, community,
& collaboration

www.leadershipeastbay.com

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*A program of
Berkeley Chamber of Commerce*

*In cooperation with:
Emeryville Chamber of Commerce*

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DEVELOP

EXPERIENCE

THE VISION

Leadership East Bay is a program based on the belief that the Community's most valuable resource is its people.

The program empowers a diversity of individuals with knowledge, skills and inspiration, educates them with vital community information and reinforces their leadership qualities and ownership in the community.



Leadership East Bay is an innovative program designed to meet our community's need for the active participation of informed and dedicated community leaders.

The goal of the program, which is sponsored by the Berkeley and Emeryville Chambers of Commerce, is to **inform, challenge, and motivate potential leaders by providing information on community resources**, identification of community concerns, interaction with community leaders, and presentation of possible strategies. Personal growth is encouraged through the development of leadership styles and effectiveness.

Graduates receive an annual yearbook, graduation certificate, access to key decision makers, professional connections, membership in leadership alumni, and lasting experiences which can be leveraged into business opportunities and ongoing professional growth.

THE PROGRAM

Leadership East Bay accomplishes its goals through a two-day opening retreat and a series of eight consecutive day sessions. Sessions are held on the second Friday of each month from October through May.

Participants engage in face to face discussions with experts and key decision-makers in areas of vital concern to our city.

The program consists of discussion, lectures and tours focusing on the following topics:

- Cultural Heritage and the Arts
- Transportation and the Sciences
- Media & Communication
- Criminal Justice
- Education
- Health & Human Services/Emergency Preparedness
- Government
- Economic Development/Green Business



Class of '06 at KTVU studios on Media Day

PARTICIPANTS

The participants are truly the strength of the program.

Candidacy is open to all interested residents and or employees of the cities of Berkeley or Emeryville who seek to contribute their particular skills, knowledge and expertise to the betterment of the community.



Participants are selected to represent a diversity of ages, races and genders. They must be committed to completing the entire program.

THE COST

The tuition for Leadership East Bay is \$1,000 per participant. This includes lodging and food for the two-day retreat, continental breakfast and lunch during each of the eight-day sessions, as well as books and necessary materials.

A limited number of \$500 scholarships are available.

APPLICATIONS

Potential applicants may receive additional information and an application by going to; www.leadershipeastbay.com