Southern Tier Leadership Summit

August 2, 2018 St. Bonaventure University

Leadership Cattaraugus and Leadership Allegany invite you to the annual Southern Tier Leadership Summit, to be held Thursday, August 2, on the campus of St. Bonaventure University, 3261 W. State Road, St. Bonaventure, N.Y., 14778 (conveniently located right off Interstate 86 between the village of Allegany and the city of Olean).

Gain high-quality professional development in the area of leadership and take advantage of the opportunity to network with professionals from across the region. The Summit will provide best practice examples and innovative ideas to support your own leadership development.

We’re pleased to welcome Pamela Witter, a nationally-published author, higher education administrator, and small business owner as the keynote speaker, who will present “A Metamorphoses: Emerging Into Executive Leadership. Setting Forward on Your Journey to Your Personal Best.”

The Summit includes the keynote address, continental breakfast and lunch, a selection of 3 leadership sessions of your choosing, and networking opportunities. The cost is $60 per person for the full day session.

New this year is a keynote address only option for $30.

Online registration and payment is available.

REGISTRATION NOW OPEN >>
www.leadershipcattaraugus.org or events.eventzilla.net/e/2018-southern-tier-leadership-summit-2138959676

Questions?
Contact@leadershipcattaraugus.org

Call (716) 372-4433 to make a payment.
As human beings, we do not come out of the womb wearing a suit or carrying a ceremonial mace. We don’t decide one day to receive the title “leader” and so it comes.

Effective, authentic leaders develop over a lifetime by engaging in a process of personal transformation. Many of the best leaders of our time overcame crucibles to claim their place amongst “greatness.”

This year’s keynote speaker Pamela Witter emerged into leadership through a long and deliberate journey characterized by humble beginnings and intense effort. She will share her experience and key lessons learned along the way including:

- her trademark “T.I.M. Principle” – translate, innovate, manage;
- how to discover and develop “Pockets of Brilliance;”
- extrapolating the value of EVERY team member; and
- the secret ingredient to greatness (hint: it has nothing to do with business theory).

You won’t want to miss this inspirational and practical engagement!

Witter is a nationally-published author, higher education administrator, and small business owner.

She serves as the Vice President for Development and Community Engagement for Trocaire College in Buffalo, N.Y., where she oversees marketing, communications, fundraising, grants, and alumni, community and government relations.

A 2001 graduate of St. Bonaventure University and a 2017 graduate of Empire State College, she holds a B.A. in Journalism and Mass Communication and a Master’s in Business Administration (MBA).

Witter is the recipient of the 2014 Citizen of the Year Award from Leadership Cattaragus, 2011 Buffalo Business First “40 Under Forty” honoree, and 2012 Outstanding Achiever Award from the Greater Allegany County Chamber of Commerce. She was named an Athena Young Professional Finalist by the Buffalo Niagara Partnership in 2016.

She is avid volunteer. Witter has served as co-founder and chairwoman for Leadership Allegany, Resource Leader for Allegany County 4H, board member for the Greater Allegany County Chamber of Commerce and Cuba Memorial Hospital, patient volunteer for Hospice, and Trustee for Cuba First Baptist Church.

She has owned and operated two small businesses and is currently the president of the Association of Fundraising Professionals of Western New York.

In her development career she has been a key contributor and team leader on millions of dollars in grant requests, including her team’s most recent win – a $1.8 million federal HRSA grant to support diversification of the nursing workforce. This was the only award distributed in New York state.

She has been involved in myriad annual, capital and endowment campaigns helping teams raise millions for the nonprofits they serve.

Witter is the author of three published books, including a novel, “Hope Rising,” and a children’s book, “Chuck and Spark Explore the Park.” Her third book, released this year by Charity Channel Press, is an in-depth manual on increasing mission dollars for non-profits. It is titled “Five Strategies to Increase Annual Fund Revenue.”

What she is most excited about is leading high-performance teams.

Her current team at Trocaire has smashed through goals and won numerous national and regional awards. She offers limited consulting and speaks nationally on topics including fundraising, leadership, writing, and overcoming life’s challenges.
Summit Schedule
August 2, 2018
St. Bonaventure University

8 a.m.
Regina A. Quick Center for the Arts
REGISTRATION
BREAKFAST
NETWORKING

8:50 a.m.
WELCOME

9 a.m.
KEYNOTE ADDRESS / Q&A

10 a.m.
CONFERENCE OVERVIEW

10:15 a.m.
William E. and Ann L. Swan Business Center
CONCURRENT SESSIONS # 1
(Choose 1 of 4 presentations)

11:30 a.m. - 12:20 p.m.
Hickey Dining Hall
LUNCH

12:30 p.m.
William E. and Ann L. Swan Business Center
CONCURRENT SESSIONS # 2
(Choose 1 of 4 presentations)

1:45 p.m.
BREAK

2 p.m.
William E. and Ann L. Swan Business Center
CONCURRENT SESSIONS # 3
(Choose 1 of 4 presentations)

3:15 p.m.
DAY CONCLUDES

Leadership Cattaraugus was founded in 2004 as a joint initiative with Greater Chamber of Commerce, Jamestown Community College, The Rehabilitation Center and St. Bonaventure University. Our program allows a unique experience for leaders in Cattaraugus County to develop and enhance existing leadership skills through classroom training incorporated with community-based program days. Participants have opportunities to develop relationships with a diverse network of professionals and civic leaders. The vision of the program is to “Contribute to creating a nation of inspired, informed and developed leaders.” Our alumni can be found representing more than 350 seats on boards of directors in the region.

Leadership Allegany is a joint initiative of Houghton College and the Greater Allegany County Chamber of Commerce. This collaboration between education and business provides a unique leadership experience to professionals who live, work or have a vested interest in Allegany County. Students enjoy monthly industry days and classroom experiences based on the Social Change Model for Leadership Development. Through texts, assignments, and projects, students move through several modules including self-awareness, strengths-based leadership, group dynamics, and civic engagement — experiencing the mission firsthand, to “Equip leaders, create connections, and impact communities for Allegany County.”
Becoming a Managerial Superhero: How to Unlock Your Unique Superpowers
Presenter: Joseph T. Pillittere

As a manager or leader, we all dream of making a difference in the workplace; but all too often we hold ourselves back from becoming extraordinary ... a super hero! When we start to look deep inside we discover what our unique strengths are and how they can be developed for “good and not evil.” Like superheroes, every manager has unique skills, abilities, and experiences that can be transformed into superpowers. Imagine using your superpowers to help your team or colleagues achieve company goals, or better yet, help turn your company around. This session will provide information, techniques and hands-on activities to unlock your superpowers. Of course, you will not be able to leap tall buildings in a single bound, stop a bullet or outrun a speeding train ... but you will learn what your unique superpowers are!

Developing Team Creativity
Presenter: Kate Ebersole

In this highly interactive workshop, participants will get to be engaged in a number of different activities specifically designed to enhance team creativity. Team creativity is similar to individual creativity, but also requires certain ground rules to assure that an exercise designed to promote ideas and solve problems is structured in a way that feels safe and inclusive to all participants. We will look at several different models for encouraging team creativity using different adult learning styles so that participants can judge which kind of activity will be best for their teams at work.

Ms. Ebersole, owner of KEE Concepts Consulting, is a trainer, facilitator and coach. She combines her 20 years of manufacturing experience and her five years of work in a population health improvement non-profit with extensive training as a coach and facilitator in her work with organizations and individuals.

Her areas of expertise include team coaching for nonprofits and service agencies, supervisory and management training courses in applied emotional intelligence to help manage change, and facilitation of visioning and strategic planning sessions, collaborative learning groups and community level meetings. She works with organizations across New York state and northwest Pennsylvania.

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Maximizing Motivation: The Powerful Effect of Transformational Leadership

Presenter: Kirk D. Young

This presentation demonstrates the significant impact that leaders and followers experience when their full potential is released through the application of transformational leadership. This new and emerging approach to leadership has been shown to produce significant results in employee engagement, financial performance, goal achievement, new product development, and much more. This presentation explores the following key elements of this leadership approach: the history and development of the theory of transformational leadership; demonstration of what transformational leadership looks like in the workplace; and ways to be transformational in your personal leadership style. Participants will be given the opportunity to explore their own experience with transformational leadership and participate in an activity that can be used to make their own leadership style more trans-...
12:30–1:45 p.m.  Concurrent Session # 2
(Choose 1 of the following 4 presentations)

**Leading with Intentionality**  
**Presenter: Brian George**

Exceptional leaders are intentional about simplifying their life’s work by focusing on the Mission, Vision and Values of the organization. Mission and Vision statements can play a critical role in leading people; they communicate the purpose of the organization, clarify strategy development, and establish the quantifiable goals and objectives by which to measure the success of the organization’s strategy. As far as leading with Values, the statement “if you don’t stand for something you will fall for anything” shouldn’t be the way you are described as a leader. This session will provide theory and application around these three topics, as well as how leading with intentionality can provide a platform for you to better connect within your organization and find real purpose in your work.

**Unconquerable Mind: Applying Stoicism to Business and Life**  
**Presenter: CJ Mackey**

In both business and life we often encounter events that are out of our control. Whether it is a cataclysmic downturn in the market, a self-serving coworker, or a family emergency, things will happen that we cannot predict or plan for. All we can control is how we choose to respond in these situations. All too often that response is a victim mindset that puts us at a disadvantage. Instead, we can look to the ancient practice of stoicism to help guide us through turbulent times with vigor and purpose. A tool that is used by NFL coaches, military leaders, and top level executives, stoicism can help us navigate even the most adversarial circumstances.

Mr. Mackey has worked as a quality engineer at Cutco since 2011. A former field sales manager with Vector Marketing, he holds a bachelor’s degree in mechanical engineering from Gannon University, Erie, Pa.

Mr. Mackey is a graduate of the Leadership Cattaraugus and Leadership McKean programs. He lives in Bradford, Pa., with his wife, Katie, and their two dogs.

Mr. George is a human resources coordinator (Safety Health and Wellness) at Cutco Corporation, where he has held a number of positions during his 21-year-tenure. He was the USW Local 5429 safety representative and chairman for 12 years and served as Local Union president for three years. Raised in Olean, Mr. George attended Jamestown Community and Elmira College for Business Administration.

An alderman representing Ward 7 in the city of Olean, Mr. George is a past president of the Salvation Army Board of Directors and past vice president of Leadership Cattaraugus’ Board of Directors. He is active as a volunteer with Rebuilding Together, the Olean Food Pantry, Greater Olean Area Chamber of Commerce, and as a youth soccer, basketball and baseball coach. He is co-chair of the Leadership Summit. He and his wife, Amy, live in Olean and have five children.
Leading & Navigating the Generational Divide
Presenter: Jodi Rzepka
For the first time in history, there are five generations active in the workforce. Experienced leaders are challenged to find effective ways to meet each generation’s demands and leverage their unique values, gifts and expectations. As such, leaders must be nimble in order to manage, coach, mentor, and inspire their team. It is no longer sufficient to expect one leadership style or approach to work with people of all ages. Dealing with 76 million Millennials and their helicopter parents, while balancing the stress of replacing work-centric Boomers as they retire, is stretching leaders to their breaking point. Add to that the elevated expectations of work being fun, flexible, and engaging, it becomes clear leaders need help.

Management from a Leadership Lens
Presenter: Pamela Witter
Managing teams may be the greatest challenge we face on our road toward achieving outcomes for our organizations. Sure, examining our market, defining the strategy, casting a vision, building operations, and identifying and rooting out risk are all major undertakings in our quest toward mission fulfillment. However, the common denominator in all those phases of business development is PEOPLE. It takes people to create the strategies, cast the vision, build the processes and get the work done. She’s fine tuned a management process from a leadership philosophy that has allowed her team members to reach their full potential. In this session, she will delve into concepts of management from a visionary perspective to ensure accountability, constant visibility of goals, and coaching as a tool to support or move employees along. She will even share language and sample conversations that have helped her to face challenges with employees head on. This is a great session for managers and team leaders.

Ms. Witter is a nationally-published author and higher education administrator. She is Vice President for Development and Community Engagement for Trocaire College in Buffalo. A graduate of St. Bonaventure and Empire State College, she holds a B.A. in Journalism and Mass Communication and an MBA. Witter is the recipient of the Citizen of the Year Award from the Allegany Pomona Grange, Alumna of the Year award from Leadership Cattaraugus, Buffalo Business First “40 Under Forty” honoree, and Outstanding Achiever Award from the Greater Allegany County Chamber of Commerce. She was named an Athena Young Professional Finalist by the Buffalo Niagara Partnership.

Her professional blog can be found at www.BeASeedPlanter.com. She frequently writes, speaks, and teaches classes and conference sessions on topics in communications, fundraising, leadership, and life.
The Power of Social Networks for Leadership

Presenters: Diane R. Bessel, Ph.D.

Interest in collaborative problem-solving—the act of engaging diverse people to develop and/or deliver products, goods, or services beyond the scope of individual actors—has increased dramatically over the past several decades. Yet, despite this interest as well as evidence highlighting myriad benefits of collaborative problem-solving, many leaders express frustration or experience challenges in their efforts to maximize its creative potential. This presentation focuses on the use of social networks and network weaving as a critical resource in collaborative problem-solving efforts. Session participants will learn the difference between network leadership and more traditional approaches while gaining insight into their personal preferences. Particular attention will be paid to building key capacities including: individual capacity (characteristics, abilities, and skills); relational capacity (communication, shared vision and goals, shared decision-making, boundary spanning); environmental capacity (culture and structure), and organizational capacity (needed support for collaborative problem solving).

Ms. Bessel is assistant professor and Master of Social Work (MSW) Program director in the Social Work & Sociology Department at Daemen College. There, she is responsible for establishing program vision and policies; determining curriculum content; securing and allocating resources; and teaching research, policy, and practice courses. She is also the founder of the Institute for Government and Non-Profit Innovation, Training, and Evaluation (IGNITE). Bessel specializes in program design and evaluation, grant writing, board development, and strategic planning.

Her research focuses on the use of collaborative problem-solving to address complex social problems, such as homelessness and poverty.

Leaving Work at Work – Finding Ways to Put Yourself First

Presenter: Kylie Battin

It is easy to put your career and others first and not realize that you’ve lost yourself. People often experience difficulty finding balance between work and life outside of the office. It is important to find time for yourself to do the things that you’ve put on the back burner or find something new to be a part of. We’ll explore avenues that lead us to finding a healthier way to balance work and life.

Kylie Battin is a speech and language pathologist at CARE for Children in Bradford, Pa. She serves children birth to 3 years old in their homes providing pediatric speech, language, and feeding therapy.

She holds a master’s degree in Speech and Language Pathology from Clarion University. Ms. Battin is a graduate of Leadership McKean. She resides in Bradford Pa., with her son.
Understanding Privilege: How Exploring Identity Makes You a Better Leader

Presenter: Nichole Gonzalez

Ever feel afraid to discuss issues of race, ethnicity, sexual orientation, etc., because you’re afraid of making a mistake? This workshop will outline how exploring one’s own identity can make a person more open to other perspectives. Being able to navigate difficult conversations about identity requires a commitment to a deeper understanding of how one’s privilege shapes their own views on these topics. Participants will discover ways in which they can develop this deeper understanding over time. Additionally, this workshop will give participants the opportunity to reflect on and confront their fears about making mistakes.

Ms. Gonzalez has worked in the Student Affairs division at St. Bonaventure University for 20 years, and was a member of Leadership Cattaraugus’ Class of 2008.

Ms. Gonzalez has worked in residence life at St. Bonaventure since 1998, the last eight years as executive director for Residential Living and Conduct.

She holds a Bachelor’s and Master’s Degree of Arts in English from SUNY Fredonia (’96, ’98), and a Master’s of Business Administration from St. Bonaventure University (’04).

Just Say No! The Importance of Work/Life Balance

Presenter: Halley Kottwitz

Would you be more productive at work if you had more “down time?” Do you feel pushed to come in early and stay late? Are you missing out on life experiences because you are always at work? A survey from the Deloitte Millennial Survey in 2017 found that 82% of millennials express a positive impact on overall wellbeing, health and happiness, and an 81% impact on their productivity when their employer fosters an environment of flexibility. Hear from a local millennial about why this is true, why you should take your life back, and the health implications of imbalance. We will take a deep dive into where the ideas of overworking came from and why Americans take that too seriously.

Ms. Kottwitz graduated summa cum laude from Edinboro University in 2016 with a B.S. in psychology with a minor in political science.

She is in her first post graduate position at Southern Tier West Regional Planning and Development Board. An economic development associate, she administers two programs for STW. The first, Southern Tier Enterprise Development Organization (STEDO), is a revolving loan fund for small businesses that offers low interest rates and gap financing. As the program manager of the Cattaraugus-Allegany Young Entrepreneurs Academy, she plans and manages the rigorous 30-week program and is a witness to the growth of local sixth- through 12th-graders as they start their own real business. When Kottwitz is not renovating her dream home or coaching track and field at Bolivar-Richburg, she enjoys a nice hike in the Allegheny Foothills.
1. West Entrance (visitor parking)
2. Quick Center for the Arts
3. Swan Business Center
4. Hickey Dining Hall
5. Main Entrance (West State Road/Constitution Avenue)