



**2003 Class Of 2003 Project:** A City Slogan Contest invited city residents and friends to come up with ideas for a new slogan for our city. "Gateway to the Pacific" was the favorite slogan.

**LLB Alum Elected To School Board:**



Felton Williams (LLBI '98) is elected to the Long Beach Unified School District Board of Education.

**2005 Class Of 2005 Project:** Enough is Enough, was a 41-hour television programming marathon designed to educate and engage Long Beach on the topic of youth and gang violence. The programming marathon was sponsored by Leadership Long Beach, Charter Communications, the Long Beach Press Telegram, and the City of Long Beach Youth and Gang Violence Prevention Taskforce, and was televised May 12-14 simultaneously on seven local Charter cable television channels reaching the communities of Long Beach and Signal Hill.



**New Executive Director:** Michelle Perrenoud (LLBI '02) is named Executive Director.

**2006 Logo Unveiled:** Leadership Long Beach adopts a new logo.



**2007 Atlantic Avenue Corridor:** The Connected Corridor project was granted by the Long Beach Community Foundation through funding from the John S. and James L. Knight Foundation to transform neighborhoods by creating connectivity and empowering stakeholders from North Long Beach to downtown along Atlantic.



# How Do You Define . . .



By **DENNIS C. SMITH**  
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Leadership Long Beach Class Of 1999

I have been fortunate to interact with many of the Leadership Long Beach classes following my graduation from the program in June 1999. Whether serving on the board, interviewing prospective class members, helping on the retreat team or leading one of the class days, I have had the opportunity to meet and interact with most of the graduates of the program over the past 14 years. Throughout the years I have tried to challenge participants by asking a simple question that usually begins, "how do you define . . ." and fill in the blank with one of the principles studied in the program: ethics, integrity, values, etc. . .

With the disparate backgrounds of many LLB participants it is interesting to see how these principles – commonly used not only in the LLB programs but in society at large – are defined by the different individuals.

Ask a group of type-A personalities for their definition of "ethics" and you will have the opportunity to engage in a fairly lively discussion. When you call someone "unethical" you do so using your own definition, but what about their definition? Perhaps in the culture in which they were raised their actions or words are considered ethical, but in your culture this may not be the case. Whenever I hear someone labeled "unethical" I always ask by whose ethics? Certainly we do not all share the same ethics, so who determines who is ethical and who is not?

What about values? Can you adhere to your values and compromise with someone on an issue you disagree with them about? If you are unable to compromise are you being intransigent or are you retaining your values and not willing to yield based on a deep seated belief? If you are known for compromising, what leadership are you providing, value based or accommodation based? For those who share your values do they see you as not only compromising your values but also your integrity? Does their adherence to the common values cause them to label you "unethical"?

What about integrity? I have always said it can be difficult to define integrity, but you generally know when you are out of integrity – at least you should, if you don't you better take stock of your values. Is integrity more than just being truthful? Can one be truthful and be out of integrity. What if you are leading, or being led by, someone you feel is not acting with integrity and when you discuss it with them know they are convinced they are acting with integrity? What is the right ethical action for you to then take? If you compromise your values to im-

prove your life are you out of integrity? Unethical? What if you compromise your values to improve the life of someone else, someone not related to you and from which you stand to gain nothing? Still unethical and out of integrity?

These are important questions for us to ask ourselves and each other. As a community it is important to understand this about our leaders as well, how do they define being ethical, what are their values, when do they feel they are acting with our without integrity.

Many see Leadership Long Beach as a program that brings our community leaders together to learn about many aspects of our city, others focus on the projects completed by every class that improve our city, and still others see the program as a way to meet new people and expand their network of contacts and friendships. Like the words I mentioned above, Leadership Long Beach means different things to different people, and all are correct.

For me, Leadership Long Beach has always been a place where individuals have the opportunity to learn new definitions of what they already know. An opportunity to see a community, an issue, a word from someone else's point of view and because of this gain a better understanding not just of what is being defined but of that someone else as well.

Through my active engagement with Leadership Long Beach over the past fifteen years I have learned that it is much more important to understand why others define issues and words as they do than it is to agree with their definitions. In this way I can better appreciate their opinions, points of view and solutions to the problems that we all experience. We may not agree on the solutions, or on the issues, or on the definitions, but we do not always need to agree. But we should always agree on trying to understand, and the best way to come to that place of understanding is to accept that our meanings and definitions may not be the same and accept those differences.

This is where Leadership Long Beach has excelled, creating an environment where people who may otherwise never know each other come together and work to understand each other for the purpose of creating a better community for all.

So, how do you define . . .

## Principles Of Leadership

- Integrity
- Vision
- Values
- Ethics
- Personal Responsibility
- Respect
- Accountability
- Courage
- Trusteeship
- Commitment
- Congruence
- Teamwork
- Service

## Putt Putt On Pine

The first time was in May of 1995. That's when over 120 wacky golfers, with putters in hand, were first seen strolling down Pine Avenue in downtown Long Beach. That's the first time eighteen restaurants and businesses along Pine constructed creative putting greens and had a constant stream of 'golfers' throughout the evening. It was the 1st Annual Putt-Putt on Pine, the creative new fundraiser for Leadership Long Beach that evolved into a Signature Event for the organization.

In 1995, Norm Reed was Executive Director, Henry Taboada was Board President and I was Alumni Council chair. In a familiar pattern, Leadership Long Beach was looking for a new fundraiser and also a way to introduce more people to the organization and involve them in the five-year-old leadership program.

I had just visited Carol Therrien, a LLB Class of 1994 classmate living in Bishop, CA, who told me about a Putt-Putt fundraiser held in a hotel with creative holes placed in the lobby, restaurant, bar and in several hotel rooms. I suggested to the Board that we take that concept but place it along Pine Avenue with different businesses and restaurants creating the "holes," thus promoting the downtown area as well as Leadership Long Beach.

I chaired the event for the first four years and then again from 2007-2009, each time with a great alumni committee; Judy Ross, Carolyn Smith Watts, Rick Lewis and Rachel Ramirez, Colleen Bentley, Barbara Cunningham and Brittanie Heart and many others helped produce the event. The evening attracted LLB alums, their friends and family, the general public and local a few politicians, like Mayor Foster.

John Morris, then owner of Mums and Club Cohiba, agreed to sponsor our Happy Hour Registration and 19th hole. Downtown Long Beach Associates (DLBA) soon joined in, helping with promotion and advertising. Then, as the event grew, the Pike and East Village wanted it join in the festivities so we added new 'courses'. Many businesses supported the event for numerous years including L'Opera, Alegria, George's Greek, Gladstone's, Utopia, Club Cohiba, Mum's & Smooth's, Village Treasures, House of Hayden, Appleby Real Estate, Shannon's on Pine, Café Sevilla, among others.

— Lisa Cochrane, LLBI '94

