



2018 COMMUNITY IMPACT PROJECT PARTNERS



LEADERSHIP
SNOHOMISH
COUNTY

THANK YOU TO OUR PARTNERS



Bridgeways

Economic Alliance
SNOHOMISH COUNTY



DOWNTOWN EVERETT
ASSOCIATION



Ethnic Business Coalition



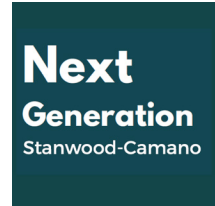
GPI



LEADERSHIP
LAUNCH



LEADERSHIP
SNOHOMISH
COUNTY



LUTHERAN
Community Services
NORTHWEST



Metropolitan Center for
Applied Research & Extension

WASHINGTON STATE UNIVERSITY
EXTENSION



“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”

-JANE GOODALL

IMPACT. It’s how we measure our program’s success. By engaging our Signature and Young Professionals program participants to be sustainable servant leaders in the county where they live or work, Leadership Snohomish County is strengthening our communities in hands-on, real-world ways.

Without sustainability, without community, we’d be building leaders in a vacuum. Rather, we believe the most effective path to leadership includes invested individuals creating positive social change.

As you read through this booklet, you’ll see firsthand the positive impact generated throughout 22 project partnerships with Snohomish County nonprofits, government entities, and businesses this past year. From an event our students created that’s set to become an annual tradition to a strategic plan that maximizes a project partner’s reach for years to come, our graduates have seen the need for this important work, and the ripple effect of good it creates.

To that end, we’re proud to announce a new corporate responsibility initiative focused on helping project partners live their values in the community. With the creation of two successful corporate responsibility plans for our 2018 project partners,

and a commitment to offer this type of project annually, soon many companies and organizations in our county will be giving back in ways they hadn’t before. It’s a triple win — for Snohomish County, for our project partners, and, since the relationships LSC leaders build often lead to continued engagement, our program participants truly become leaders for a lifetime.

We thank our project partners for providing the opportunity for our graduates to apply the leadership principles they study throughout the program year toward achieving desired outcomes.

Congratulations to all of our 2018 Leadership Snohomish County Signature and Young Professionals graduates. We’ve so enjoyed connecting you to your community, and applaud your dedication to strengthening Snohomish County.



Kathy Coffey, Executive Director



Kevin McKay, President, Board of Directors

***ENGAGING LEADERS.
CONNECTING COMMUNITIES.***

SIGNATURE CLASS

Bridgeways

Sharon Smith Leroy, Fariba Fuller, Megan Wolfe

(Also pictured: Jeff Patterson and Tony Orso)



Bridgeways is looking to help more of their clients find meaningful work, so our project team held focus groups with local employers to learn about their respective assumptions and attitudes around hiring people with mental health issues. We heard from employers in the public and private sector across a variety of fields, including education, medical, local government, and nonprofit.

Some common themes that arose from the focus groups included concerns about costly accommodations; training and information on sensitive issues; the need for information on the range of mental issues clients may be dealing with; and the need for skills to meet the job. Bridgeways staff provided the focus groups with many actionable tasks to improve their outreach to employers.

SIGNATURE CLASS

City of Everett

Yvonne Gallardo-Van Ornam, Rachel Kittle,
Shayne Nagel, Brian Beckley



Our team partnered with the City of Everett to increase civic engagement from diverse groups. The first step was to add new and enriching entertainment and education to the city's Colors of Freedom 4th of July Festival. Fireworks make the festival a colorful and exciting event, as do the many cultures represented throughout the day. Our team highlighted Everett's diversity through cultural performances. We developed a press release, an online registration process, a procedure timeline for future event planning, and we recruited performers.

This is the first step in the city's plan to create increased civic engagement by celebrating its colorful community, and to explore whether a celebration of cultures is an effective way to encourage diverse groups to engage with the city.

SIGNATURE CLASS

Downtown Everett Association

Kelly Berger, Christine Russell, John Weber

(Also pictured: Dana Oliver and Madison Miller)



Downtown Everett Association (DEA) represents local property and business owners, keeps streets clean, and operates the public parking garage. The City of Everett and Mayor Franklin are focused on economic development: to the west and east of downtown, new development is underway, and Everett Station is preparing for development; to the north, WSU has added a campus; and to the south, Everett is poised for growth.

Our project identifies regional stakeholders and connects them as part of a new model of community engagement to discuss the larger, long-term vision of our downtown region. We assembled reams of data. We interviewed and established nationwide connections to give DEA resources for future guidance on merchant, business, and downtown associations to inform and propel its next steps toward civic transformation.

YOUNG PROFESSIONALS

Economic Alliance of Snohomish County & Leadership Snohomish County

Riley Hyatt, Stephanie Thomas, Nate Feaster



Our team took on the first-ever New Leaders Networking Night, an event created by the Economic Alliance of Snohomish County and Leadership Snohomish County. We set out to bring together a roomful of professionals ages 21-40 who live and work in Snohomish County. Participants are involved in many different organizations across a wide range of industries, though all have the common goal of wanting to make a difference in their community.

With the help of the 16 sponsors we were able to acquire, we had nearly 125 registrations. Together we enjoyed a successful evening, with plenty of food, drinks and inspiring talks from LSC's Executive Director Kathy Coffey, EASC President and CEO Patrick Pierce, and Snohomish County Councilman Nate Nehring.

SIGNATURE CLASS

Ethnic Business Coalition

Brian Caferro, Fred Wong, Anita Shad-Canter, Rachel Maxwell



The Ethnic Business Coalition (EBC), a Seattle-based organization, asked us to identify short- and long-term financial resources for creating an online magazine to market ethnic businesses along the 99 corridor in Mountlake Terrace, Edmonds, and Lynnwood. EBC already produces a website called Ethnic Seattle, a project funded by the city of Seattle that highlights ethnic businesses throughout the city.

The EBC was approached by stakeholders in Snohomish County to create an online magazine just like Ethnic Seattle for South Snohomish County. In order to create and launch the new site, the EBC required \$98,000, which includes operating costs for the site's first year. We were tasked with determining how to find that funding.

YOUNG PROFESSIONALS

Everett Music Initiative

Tim Cordodor, Michelle Trotter, Kristen Cane

(Also pictured: Ryan Crowther)



Our team worked with Everett Music Initiative (EMI), an Everett-based nonprofit dedicated to promoting economic development and evolving the identity of Everett as a cultural arts hub. Our project helped expand the reach of the 2018 Fisherman's Village Music Festival, which featured nearly 60 bands playing five venues throughout downtown Everett.

We actively engaged with the Everett community and surrounding communities in a variety of ways. Strategies included Web-based marketing, posters, outreach to community organizations for sponsorships, event marketing to employees, and volunteer recruitment — all concluding with our team working as event volunteers. Post-event evaluation on both the planning and implementation of the festival included a suite of recommendations to build on this community engagement work for future years.



YOUNG PROFESSIONALS

Farmer Frog

Jessica Herzer and Brian Keller



An incredible organization with many roots and branches, Farmer Frog presented their strategic plan as a 143-page document. The task was to reduce the length of the document to increase accessibility for various audiences and streamline it for efficient dissemination. We began by walking the land of Farmer Frog's Woodinville Paradise Farm headquarters with Founder and Executive Director Zsofia Pasztor. Through a deep dive into the document, aligned with the board's goals, we produced a final 117-page document with uniform formatting of text and tables, language modification to promote readership approachability and retention, and re-organization for ease of reference and quick section printing.

The revised Farmer Frog Strategic Plan will provide a foundational document to adapt as the blooming organization continues to grow.

SIGNATURE CLASS

Glacier Peak Institute

Elizabeth Lunde Kohl, Dan Grantier, Chris Eck



Our team was excited to work with Glacier Peak Institute (GPI) and explore strategies for the organization's future sustainability. We researched multiple facets for potential growth by first analyzing organizations currently providing similar services. We discovered that GPI is unique in its programming for serving high-risk youth in Snohomish County. Second, we researched opportunities to expand existing relationships and develop new ones with school districts to provide programming. Third, we contacted similar nonprofits to identify potential interest in outdoor experiential learning programs.

Project outcomes included developing proposals for marketing concepts, with the goal of expanding the reach and capacity of GPI toward a varied customer base, as well as cultivating relationships and programs that would provide for sustainable funding.

SIGNATURE CLASS

Housing Hope

Jude Anderson, Sarah Mixson, Penny Yates,
Stewart Sinning



Our Housing Hope focus group project worked with Housing Hope's residents to learn how the organization was meeting their needs. We met with participants and solicited confidential input about the strengths and weaknesses of the services provided. We learned about the experiences of the individuals and families impacted by homelessness and poverty.

In seizing the opportunity to learn about developing and running focus groups, we were able to build on one another's strengths as a team. Not only did we learn from the focus group participants and from Housing Hope, but also, we learned from one another. We strengthened our team-building skills, as well as the necessary skills for running focus group listening sessions.

YOUNG PROFESSIONALS

Housing Hope: College of Hope

Bryanna Arachikavitz, Jackie Nguyen, Bekka Austin



The College of Hope organization serves the greater Snohomish County community by offering 30+ adult courses that focus on developing skills in four areas: family life, economic well-being, health and wellness, and housing expertise. The greatest need for this organization was to increase awareness and access to their programs. Our group accomplished this by increasing the organization's social media presence through Facebook, creating an independent website solely dedicated to College of Hope, and developing a centralized digital registration platform through Eventbrite.

The positive impact of our accomplishments will further College of Hope's mission by increasing visibility to programs and facilitating an effortless registration process. More importantly, our work will allow the program manager to efficiently and effectively manage cross-functional tools.

YOUNG PROFESSIONALS

Leadership Launch

Kristen Almgren, Melvin Givens, Emma Kumpf,
Lauren Corboy



Our project for Leadership Launch was to develop an application system for potential mentors, help with the interview process by calling the applicants and references, help lead a training session for all the mentors, and then help match mentors with their mentees. We also helped to develop a training manual for the mentors.

We plan to match everyone using their applications and observing their interactions during an event that uses a style similar to speed dating. After spending an evening with the amazing emerging leaders in this program, we are so excited to be part of the process to help them gain a mentor. The relationships forged will help these leaders grow and eventually be able to give back to their communities.



SIGNATURE CLASS

Leadership Snohomish County

Kelsey Hukee, Joel Taylor, Sharon Humphreys,
Sean Doty



Our team is helping Leadership Snohomish County convene Summit 2038, an event in October 2018 that will serve as a roadmap for current and future leaders and equip county stakeholders with an understanding of current issues facing our communities against the backdrop of projected growth over the next 20 years. The project hopes to define who we are as a county — what’s been called our civic DNA — to meaningfully inform and guide stakeholders on how to approach these next two decades.

Our project group has held a workshop/dinner and conducted online surveys to determine the issues important to the county, and is now focusing on trying to define our civic DNA as we continue to make additional preparations for Summit 2038.

SIGNATURE CLASS

Lutheran Community Services NW

Stephanie Thomas, Lisa Neumann, Joy Raether



The Lutheran Community Services NW (LCSNW) Family Resource Centers support people navigating crises — from hunger, healthcare, housing instability, homelessness, and more. We created a video to bring awareness of the resource centers to families in need, and also to open the door for new community partnerships. Our project required soliciting voluntary talent and free resources.

Along with LCSNW employees and families served, we pulled together an amazing team, including an experienced producer, as well as actors, Cascade High School student videographers, and editors. Our team provided project management, meeting and filming coordination, and daily agenda and editing oversight. Our project video will make known all the families in need as well as the benefits provided to them by LCSNW Family Resource Centers.

YOUNG PROFESSIONALS

Marysville Tulalip Chamber

Ton Nguyen, Casey Gabehart, Mimi Maitrichith



The Marysville Tulalip Chamber aims to create a Leadership Academy that will be useful to new, mid-career, and current business leaders in the community. The Leadership Academy Committee asked our LSC project team to complete a needs assessment focused on leadership training. Based on findings from surveying Marysville, Tulalip, and the surrounding communities, the LSC team recommended that two leadership initiatives be adopted: Cohort Training and Skills-Based Training.

The project brought in feedback from area business leaders, who expressed a desire to develop peer relationships. The project will also contribute to an increase in community engagement and involvement.

SIGNATURE CLASS

Next Generation Stanwood-Camano

Cathy Rizzo, Linda Redmon, Sarah Lopez



Our team worked with Next Generation Stanwood-Camano (NGSC), a group of young people seeking to engage their own generation with members of the community through social and volunteer events. The NGSC group aimed to reinvigorate interest in the organization and create a framework to provide momentum for future events.

Together with NGSC leaders (and based on its research), we crafted an evening at a local gathering place with elected officials, city staff, and volunteers to kick off a series of volunteer events focused on a prized attribute of the community: parks and trails. We also offered suggestions on how to garner more interest and piggyback on already-established community programs to mobilize target audiences.



SIGNATURE CLASS

NW Veterans Museum

Mark Johnson, Christina Mychajliw, Ken Salem



The mission of the Northwest Veterans Museum is to honor and perpetuate the legacy of military veterans, and educate the public — especially youth — about the sacrifices made by the men and women who served in all branches of the military. The organization has a physical location where small groups of people can tour military artifacts from World War I to present day. They also have a loose coalition of veterans available for community presentations.

To increase the organization's impact, our team was tasked with creating a speakers bureau and traveling trunk show to bring educational opportunities to the community, with an initial focus on local school districts.

SIGNATURE CLASS

Partnership to End Homelessness

Bo Kendall, Susan Ramstead, Tom Gilginas



The Partnership to End Homelessness (PEH) gave us the opportunity to positively impact a group established to support the homeless population in Snohomish County. We were relieved to learn that our project would include developing a communication plan, not the daunting task of solving homelessness in Snohomish County! The presentation will help PEH deliver a consistent message to Snohomish County residents and organizations, illustrating the work PEH is doing.

Through board meetings, strategic planning committees, and our team's work sessions — amid a PEH Board Committee restructure and the launch of a new logo — we learned so much, and the relationships we built with the PEH and among our team are priceless. We look forward to hearing about the positive impact our contributions provided.

YOUNG PROFESSIONALS

The Rhody Ridge Foundation

Bradley Rogers, Anna Mcleod, Lindsay Piper

(Also pictured: Richard Fairfield and a Rhody Ridge Foundation volunteer)



Established in 2015, the Rhody Ridge Foundation is dedicated to the protection, maintenance and improvement of Rhody Ridge Arboretum, a small park in Mill Creek founded by Fir and Merlin Butler when they moved to Washington from Texas in the 1950s. The 11-acre park offers the community a memorable and educational opportunity to see hundreds of varieties of rhododendrons, magnolias, Japanese maple, and many other species, including one-of-a-kind specimens.

Our team worked with the Rhody Ridge Foundation on documents and support for their board of directors and assisting the board in solidifying the foundation — ensuring that Rhody Ridge Arboretum will continue to provide an oasis in the middle of the city for visitors and neighbors for years to come.

SIGNATURE CLASS

Seahurst Electric

Lance Morehouse, Ashlynn Danielson



Seahurst Electric tasked our team with a corporate responsibility plan to help strengthen their engagement with the communities in which they work. Our program of recommendations included event sponsorship and a volunteer matching program. The matching program encourages employees to create positive change: Seahurst provides a company match for hours that employees are actively involved in local organizations.

To meet Seahurst's goal of partnering with local nonprofits, our program also recommended an annual Day of Caring, during which Seahurst completes an electrical project for a local individual and/or nonprofit that might lack the necessary resources. Our project deliverables also included supplemental items, such as an application form, employee documentation form, and an implementation plan to evaluate requests.

SIGNATURE CLASS

SEA-LECT Plastics Corporation

Kelsey Taylor, Laura Knapp, Roslyn Sterling,
Stephen Hitt



Our team created a corporate social responsibility plan for plastic injection molding company SEA-LECT Plastics. SEA-LECT was seeking support to engage staff in giving back to the local community. Our team met with several company champions and completed a companywide survey that revealed some initial barriers staff faced when considering volunteering and also identified common areas of volunteer interest. The result? SEA-LECT staff is overwhelmingly interested in contributing to projects focused on environmental sustainability.

We partnered with the general manager to create Molding a Better Tomorrow, a strategy to drive cultural change at the organization. Through our LSC connections, we facilitated a new partnership with SEA-LECT and Snohomish Conservation District, proving that plastics manufacturing can be leveraged to drive positive environmental outcomes.

SIGNATURE CLASS

Victim Support Services

Linda War Bonnet, Heather Thomas

(Also pictured: Leslie McPherson, Dr. Michaela Weber, Janet Quiroga)



Our team worked with Victim Support Services (VSS) to refresh their Web and social media presence. As with many nonprofits, the website provides services and information to potential clients (the people they help) and also serves as a way to raise money and rally volunteers. Other organizational challenges included operating on a shoestring budget and no dedicated staff with needed skills.

Historically, the organization's efforts to meet their website objectives made it difficult for visitors to find information. Our team helped bring clarity to the primary focus of the VSS homepage, providing fresh perspectives from outsiders and generating exciting ideas. The result is a website that quickly and efficiently provides potential clients with the exact information they need, when they need it.

SIGNATURE CLASS

Work Opportunities

Anne Anderson, Niki Cleary, Marsh Kellegrew



Work Opportunities, headquartered in Lynnwood, asked our team to create and implement their first donor appreciation event. While the organization has held many fundraising events, this was the first donor appreciation event that had no “ask” component to it. Goals for the event were to educate donors about their mission of inclusion — through jobs for people with disabilities — and to demonstrate the impact of donor gifts.

Our team secured a venue, sought food and raffle prize donations, and devised an outline for setup and event flow. There was no shortage of lessons learned, but overall, we were pleased with the event and consider it a promising base from which Work Opportunities can build for the future.

SIGNATURE CLASS

WSU Metro Center

Gael Gebow, Tim McMahon, Brooke Leyerly



Our project team partnered with the Washington State University Metro Center. We conducted a survey of people who live and/or work in the city of Everett, and the issue that concerns them most is homelessness. After further study and discussion, we developed an Issues Guide, following guidelines developed by the Kettering Foundation.

The purpose of our Issues Guide is to help facilitate focused discussions on the topic of homelessness as it affects the city of Everett. The goal is to empower the whole community to understand the issue, and find ways to take action. In order to see firsthand how these discussions would work, our team held a two-hour event in which members of the LSC 2018 Signature Class were invited to attend and participate.

OUR MISSION

Leadership Snohomish County connects, ignites, and develops sustainable leaders to strengthen our communities.

OUR VALUES

Be of **SERVICE**

Steward the **COMMUNITY**

Act with **INTEGRITY**

Embrace great **THINKING**

Share your **PASSION**

Practice **COLLABORATION**



**LEADERSHIP
SNOHOMISH
COUNTY**



CELEBRATING 20 YEARS

**WE'RE THRILLED TO MARK THIS
MILESTONE ANNIVERSARY WITH
OUR 2017-2018 PROGRAM YEAR!**

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 LEADERSHIP SNOHOMISH COUNTY

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**SPECIAL THANKS
TO OUR GENEROUS HOSTS**

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WE ARE GRATEFUL

FOR GENEROUS SUPPORT FROM OUR PROGRAM SPONSORS:



MILLTOWN CREATIVE Co.