

Health Leadership Program

Class IV News

Spring 2005

Sun shines on new Health Leadership Program graduates

Spring weather came early March 4 to help Class IV Health Leadership Program members celebrate their hard work over the past seven months. Surrounded by colleagues and family, the class of 26 nonprofit and public administrators accepted their certificates at the Sierra Health headquarters in Sacramento.

Guest speaker Dr. Elizabeth Rindskopf Parker, dean of the University of the Pacific's McGeorge School of Law, commended participants for serving those most in need. She thanked the class for their work to promote health care as a right for all Californians.

"Commencement," she said, might be a more apt word than "graduation" to describe the day's event as graduates are starting the next phase of their nonprofit careers and commitment to service. At the final class session earlier in the day, each participant committed to a "Summer to Remember"—implementing changes in his or her organization over the next six months to better serve their clients and customers.



Elizabeth Rindskopf Parker, dean of McGeorge School of Law, thanks graduates for their leadership.



New Health Leadership fellows celebrate during the graduation reception.

Health Leadership Program alumni, Bonnie Ferreira (Class I) and Don Bennett (Class II), welcomed graduates to the alumni group and invited them to attend their May 13 meeting at the foundation.



The leadership library

Films help motivate and improve customer service

Looking for ways to help your staff enjoy work more and improve customer service? Try these two films, available for use at Sierra Health Foundation.

Give 'em the Pickle! A Leader's Guide to Motivating Service Professionals. This simple and entertaining message has changed the way thousands of corporations look at their customers. This film uses humor to remind employees that everything they need to learn about great customer service they already know. View a clip of *Give 'em the Pickle!* at www.mpcfils.com.

Fish! Catch the Energy. Release the Potential. This film is a powerful parable that helps people choose to bring energy, passion and a positive attitude into their work and home. Four principles make for more fun and meaningful lives: *Play, Make their Day, Be There, and Choose your Attitude.* View a clip of *Fish!* at www.charthouse.com

To inquire about using the videos or previewing them at Sierra Health Foundation, contact Sierra Health Conference Management: Jacquie Segersten, 916-922-4755, ext. 3104, or Anj Souza, ext. 3105.

Alumni reassess effectiveness

Three previous Health Leadership Program classes met Jan. 28 in Sacramento to examine their effectiveness and learn more about setting a higher standard for customer service. In preparation for the meeting, 40 of the 75 alumni reassessed their leadership effectiveness through a staff survey—the same survey participants gave their staffs when they first began the Health Leadership Program.

The findings were significant, said facilitator Ron Gilbert, Ph.D., of Gilbert Education and Management Systems. Alums have improved as organizational leaders and their staffs clearly think they demonstrate stronger leadership behaviors.

The survey identifies 13 leadership behaviors documented to have a positive impact on an organization. They include:

- Authoritativeness
- Industriousness
- Calming influence
- Straightforwardness
- Team builder
- Enjoyable
- A partner with the employee
- Has an organizational followership

The next alumni meeting will be held May 13 at Sierra Health Foundation. The guest speaker will be Dr. Terrence Deal, author of *Reframing Organizations: Artistry, Choice and Leadership* and *Leading with Soul*.



A group of Leadership alumni work with Ron Gilbert (standing) at the January alumni training.

Applications available for fifth Health Leadership Class

The fifth Health Leadership Program class begins this fall on October 4. Applications will be mailed in April and are now available on the foundation website, www.sierrahealth.org/programs/leader/leader.html. The application deadline is July 1. Applications will be reviewed in July; finalists will be interviewed in August.

The program kicks off Oct. 4–6 at Grizzly Creek Ranch in Portola, Plumas County. Thirteen days of instruction are scheduled during the seven-month program. The remaining sessions will be held at the Sierra Health Foundation headquarters in Sacramento.

The most competitive applicants will be:

- An executive manager of a nonprofit organization or public entity within the foundation's 26-county funding region
- Supervising a team of employees during the course of the program
- Committed to continued charitable community service
- Interested in expanding their impact beyond their organization

People

Leaders on the move...



Paula Bosler
(Class III) has gone into private practice as a licensed clinical social worker. She will perform case management for seniors, individual therapy, consultation and training.



Bonnie Ferreira
(Class I) is the new project director for Cover the Kids by 2006, a Sacramento County task force working to provide health coverage for all children in the county.



Elizabeth Hudson
(Class III) has taken the position of program manager at Peace for Families in Auburn.



Guy Klopp
(Class II) has been promoted to manager of Quality Assurance for Senior and Adult Services, Sacramento County Department of Health and Human Services.



Shelley Rouillard
(Class IV) has taken the newly created position of chief of health policy at CalPERS.



Julie Saqueton
(Class IV) was recently selected as chief financial officer of St. HOPE Public Schools, a new K-12 charter school district in Sacramento.

Leaders in action...



Warren Daniels
(Class II) was inducted for a two-year term as president of the California Association of Alcoholism and Drug and Abuse Counselors (CAADAC). Warren continues as executive director for Community Recovery Resources in Grass Valley, and serves on other state and national boards and committees.



Lessons in leadership

Nuggets of wisdom from faculty, participants, advisors and staff

By Robert Myrtle, D.P.A., professor of Public Administration and Gerontology, University of Southern California

Why should anyone want to be led by you?

What if someone asked, “What do you look for and admire in a leader?” What comes to your mind? Vision? Passion? Integrity? Personal attributes? But what if someone asked, “Why should anyone want to be led by you?” What would you say? Most managers have no trouble answering the first question but many struggle with the second. Why? Perhaps because we have never thought about what matters most to those we lead. What do *they* feel passionate about? How does *their* work, *their* efforts, *their* recognition feed *their* passion?

There are many things we can do to improve the way we lead. However, the most effective may be the hardest of all: We must know what matters most to those we lead and help them find their passion in their work. This requires listening, sharing and caring. Listening to learn what they care about. Sharing how their contributions have made a difference in their job, what the organization is striving to do, or even how their efforts matter to you. We must also communicate that we care about them as someone who is valuable to and valued by the organization.

Exceptional leaders know “insignificant acts can lead to significant actions.” So when you’re able to answer, “Why should you want to be led by me?” you’re taking an important step. You are turning insignificant acts into significant actions. And more importantly, you are becoming a leader who will impact the lives of those you serve and those that serve with you.

Exceptional leaders know “insignificant acts can lead to significant actions.”

Health Leadership class roster

**Class IV
2004–05**

Lupe Alonzo-Diaz

Executive Director
Latino Coalition for a
Healthy California
Sacramento

Michael Alward

Program Director
Health for All
Auburn

John Boyd

Director, Affiliated Programs
Shriners Hospitals for Children
Sacramento

Dana Campbell

Executive Director
Parent Education Network
Chico

Lynn Dorroh

Executive Director
Hill Country Community Clinic
Round Mountain

Eric Fimbres

Executive Director
Redwoods Rural Health Center
Redway

Sylvia Fort

Program Manager
Sacramento Department
of Parks and Recreation
Sacramento

Kelli Fraguero

Program Director
Human Resources Council
San Andreas

Nancy Gilberti

Senior Health Program Coordinator
Sacramento County DHHS, CMISP
Case Management
Sacramento

Wendy Greene

Director of Children's Services
Turning Point Community Programs
Sacramento

LeeAnn Hatton

Director of Adult Learning
WATCH Resources, Inc.
Standard

Cynthia Keeth

Executive Director
Chemical Dependency Center for
Women
Sacramento

Marjorie Lee

Prevention Director
Human Response Network
Weaverville

Nina Machado

Executive Director
First 5 Amador
Jackson

Danny Marquez

Director
Crossroads Employment Services
Sacramento

Ann Perez

Executive Director
Grizzly Creek Ranch
Portola

Dawn Myers Purkey

Program Supervisor
Woodland Healthcare:
Yolo Adult Day Health Center
Woodland

Steffany Ritchie

Program Manager
Family Action Center
Arbuckle

James Rodgers

Executive Director
Yolo Family Service Agency
Woodland

Shelley Rouillard

Chief of Health Policy
CalPERS
Sacramento

Lonnie Russell

Executive Director
The Grandparent Network
Sacramento

Julie Saqueton

Chief Financial Officer
St. HOPE Public Schools
Sacramento

Tony Sauer

Executive Director
Nevada-Sierra Regional In-Home
Supportive Services Public Authority
Grass Valley

Susan Slover

Resident Services Program Manager
Community Housing Opportunities
Corporation
Davis

Ginger Swigart

School Readiness Coordinator
First 5 El Dorado
Shingle Springs

Lynn Thull

Chief Operating Officer
River Oak Center for Children
Sacramento



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An Endowment for Northern California

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Sacramento, CA 95833

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Upcoming Health Leadership Program events

HLP alumni training—May 13, 2005

***Reframing Organizations: Artistry, Choice
and Leadership and Leading with Soul***

8 a.m.–4:30 p.m., Sierra Health Foundation,
Bannon Island Room

Speaker: Terrence Deal, Ph.D., internationally
known expert and author on leadership.

Know someone who'd benefit from the Health Leadership Program?

**Application is available online,
www.sierrahealth.org, by mail,
or by calling 916.922.4755.**