



For Immediate Release

Leadership Gwinnett's Capital Campaign Exceeds Expectations

Leadership Gwinnett celebrates successful campaign, a new program and additional support

Duluth, Georgia (March 5, 2014) – 2013 was an extraordinary year for Leadership Gwinnett. For the first time in its nearly 30 year history, a capital campaign was launched, and in a short 8 months all expectations were exceeded. It is a testament to the organization's remarkable commitment to develop action and solution oriented leaders for Gwinnett County and the region.

"The Key to a Better Gwinnett" campaign, co-chaired by Tammy Shumate of Brand Mortgage and Dan King of King & Spalding (retired), turned their initial goal of \$600,000 upside down by raising more than \$900,000. Campaign success means Leadership Gwinnett can turn a vision into a reality and embark on a five year strategic plan. Elements of the strategic plan include the announcement of a new program, enhanced scholarship opportunities and more strategic outreach which will enable greater organizational impact for the county and region.

"The most exciting news is that a new program will be launched this fall," stated Leadership Gwinnett Foundation Board Chair T. Michael Tennant. "This 2 ½ day program offers all citizens, from newcomers to long-time residents, a fascinating insider's look at Gwinnett County. It's designed to give attendees a "snapshot" view and greater understanding of the community as well as information on how to put leadership into action. Individuals who cannot commit to Leadership Gwinnett's 9 month signature program will find this shorter program very attractive."

Another key initiative is an outreach and recruitment process which will result in participants being more reflective of Gwinnett's diverse population. Both Shumate and King agree the opportunity to create more balanced classes, inclusive of all aspects of the community including diversity of thought, ethnicity, faith, industry, gender, etc. is critical to the community's future success. Increased scholarship investments will help ensure this strategic outcome is achieved.

As the program expands to better serve community needs, Brooke Waters has been hired as a Program Coordinator. Waters' main focus will be launching the short program, as well as working closely with alumni activities and marketing efforts. Brooke has an MBA in General Management and Leadership from Brenau University and a Bachelor's in Business Administration from Georgia College & State University. "I am delighted to have Brooke join the team. Her educational background and enthusiasm will play an integral role in bringing our five year strategic plan to life," stated Lisa Zaken, Executive Director.

To learn more about the efforts of the Leadership Gwinnett, please visit www.leadershipgwinnett.com

About Leadership Gwinnett

Created in 1985, Leadership Gwinnett is the region's leading leadership development and civic engagement organization. The organization strives to cross economic and social boundaries to inspire individuals to serve as catalysts for a stronger community. The flagship nine month program has educated and equipped 950 graduates who are challenged to apply their talents by joining professional associations, civic clubs, public boards and commissions or serve the community in an elected office.

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