

Oceanside

LEADERSHIP ACADEMY



SPRING 2024

BUILDING A PIPELINE OF
LEADERS FOR THE
ADVANCEMENT OF OCEANSIDE



ABOUT OCEANSIDE LEADERSHIP ACADEMY

The Oceanside Chamber of Commerce is committed to the development of leaders to serve in a wide variety of capacities in our community. The Oceanside Leadership Academy was formed to equip participants to serve in a variety of leadership roles such as non-profit boards, City commissions, elected leadership roles, and within leadership succession roles in their own companies.

OUR VISION

The Oceanside Chamber will develop a quality pool of emerging and aspiring leaders across private and public sectors that are dedicated to the advancement of a thriving and united Oceanside

OUR MISSION

To provide participants a greater understanding of a leader's responsibilities to create, maintain, and develop effective and efficient teams that optimize the performance of their affiliated organizations.

PROGRAM OBJECTIVES

- Participants:** Accelerate the professional growth of all attendees through individual leadership development, building new skills to lead others, and learning how to drive change.
- Organizations:** Prepare emerging leaders to take on new roles and responsibilities within current or future organizations.
- City of Oceanside:** Develop a group of emerging leaders with the skills and understanding of how to improve government and private sector performance and economic development.

WHO SHOULD ATTEND

Oceanside Leadership Academy (OLA) is designed for emerging leaders who desire to have a positive impact on their place of work and community. OLA is ideal for individuals who are new to leadership roles within their organizations or new to Oceanside and would like to learn from many of our region's top leaders. As part of our OLA cohort, you will have the opportunity to learn from some of the region's most respected leaders and prepare yourself for moving our community forward. OLA participants will also be invited to help shape the future of the Academy.

COST & APPLICATION PROCESS

Applications are currently being accepted for the 2024 Oceanside Leadership Academy. Tuition for Oceanside Leadership Academy is...

- **\$425 for Oceanside Chamber Members and their employees**
- **\$625 for Non-Members.**

Sponsorship opportunities are available by contacting Oceanside Chamber CEO, Scott Ashton at Scott@oceansidechamber.com or 760-722-1534.

NOTE: Dates & speakers are subject to change



OCEANSIDE LEADERSHIP ACADEMY PROGRAM OUTLINE

OVERVIEW

From April 20th to June 13th 2024, the Oceanside Chamber of Commerce will conduct weekly Leadership Academy sessions. In our opening session participants will hear from some of our top local leaders regarding their leadership styles and philosophies, how they have led through times of crisis, and what it takes to lead in their respective sectors.

Subsequent sessions will feature deeper dives into leadership from experts in various sectors including military, municipal government, tourism/hospitality, entrepreneurship, education, non-profits and Science, Technology, Engineering, Mathematics (STEM).

Our program will conclude with a graduation reception on Thursday, June 13th in which members of the first OLA cohort will be recognized by representatives from our local elected officials' offices. The graduation reception will be preceded by a 1-hour roundtable discussion in which cohort members share what they have learned and how they are implementing leadership principals.

SESSION 1

PANEL DISCUSSION ON LEADERSHIP

SATURDAY, APRIL 20 | 8AM-1PM
FRONTWAVE CREDIT UNION
1278 ROCKY POINT DRIVE, OCEANSIDE

SESSION FACILITATOR
BENJAMIN GAMBOA, MIRACOSTA COLLEGE

As Associate Dean of Career Education at MiraCosta College, Ben manages program development of employer-aligned workforce development programs, career services, experiential and work-based learning programs, and over \$3 million in grants annually. Over his 23-year career in California's community colleges, Ben has designed and facilitated systems- and team-based leadership development for hundreds of faculty, staff, and administrators across the state. Ben is most proud of his efforts collaborating with other community college leaders to change college cultures, centering equity in institutional decision-making processes, and ensuring marginalized students are connected to instructional pathways that lead to meaningful high-wage, in-demand careers. Ben is a doctoral candidate in educational leadership at San Diego State University studying equitable workforce development policy implementation.



KEY TAKEAWAYS FROM THIS SESSION

- How leadership styles evolve over time and careers
- Understanding change and institutional culture
- Leading with moral clarity in diverse organizations
- Balancing authenticity and adaptability as a leader

SESSION 2

LEADERSHIP IN THE U.S. MILITARY



THURSDAY, APRIL 25 | 5-8PM
OCEANSIDE CHAMBER OF COMMERCE
BUS TRANSPORTATION TO CAMP PENDLETON

SESSION FACILITATOR **COL. DANIEL WHITLEY, USMC**

Colonel Whitley is Deputy Commander MCI-West-MCB Camp Pendleton. He graduated high school in Edison, NJ and received his commission as a Second Lieutenant after graduating from Trenton State College with a B.S. in Criminal Justice in 1997. He served most of his time as an artillery officer on the west coast, but also completed numerous deployments overseas to include Iraq and Afghanistan. In addition, he completed tours with recruit training, recruiting, and the Joint Staff in the Pentagon. He earned a M.A. in Human Behavior from National University in 2004 and a M.S. in National Security Strategy from National Defense University in 2017.

KEY TAKEAWAYS FROM THIS SESSION

- USMC 101: Overview of mission, history, structure, operations, and future of the United States Marine Corps
- Corps leadership concepts: Leadership traits, principals, and situational leadership
- Pathways to leadership: Officer vs. Enlisted, evaluations, promotions, career paths/enhancements
- Leadership lessons: Leading through a pandemic, temptations to avoid, highly effective habits, common sense principles
- Base Tour - Details TBA

SESSION 3

LEADERSHIP IN MUNICIPAL GOVERNMENT



THURSDAY, MAY 2 | 5-8PM
OCEANSIDE CHAMBER OF COMMERCE
928 N COAST HWY, OCEANSIDE

SESSION FACILITATOR **PETER WEISS, CITY OF OCEANSIDE**

Councilmember Peter Weiss was elected District 4 representative in November of 2020. He was previously appointed Mayor in January 2018 after the resignation of Mayor Jim Wood. Peter earned his bachelor's degree in Civil Engineering Technology from the University of Pittsburgh at Johnstown in 1981. Peter started his municipal career with the City of Oceanside in 1986. Peter held the positions of City Engineer, Public Works Director and City Manager. Peter is still active in community sports as a coach and referee for the Tri-City Inline Hockey League. He still plays ice hockey for "The Cheese," and has been known to frequent drinking establishments as a musical performer.

KEY TAKEAWAYS FROM THIS SESSION

- Overview of City of Oceanside government structure
- Public process decision making
- Management and leadership traits in local government
- Economic drivers of local government
- Career opportunities and growth within local government

SESSION 4

LEADERSHIP IN STEM RELATED FIELDS

THURSDAY, MAY 9 | 5-8PM
GENENTECH OCEANSIDE CAMPUS
ONE ANTIBODY WAY, OCEANSIDE

SESSION FACILITATOR **NAZELI DERTSAKIAN, GENENTECH**

Nazeli is currently the Vice President and General Manager, Operations at Roche/Genentech, Oceanside. She joined Genentech in 2015 as Head of Drug Substance Manufacturing. Prior to that role, she was with Novartis Pharmaceuticals and led the Supply Chain/Logistics and Process Excellence teams. Nazeli has worked in biotech for over 20 years in various roles. Nazeli has a bachelor's degree in biological sciences, an executive MBA, and business analytics from Harvard Business School.



KEY TAKEAWAYS FROM THIS SESSION

- Brief overview of Genentech: Birthplace of biotechnology, purpose and impact on society
- Understanding of organizational objectives and basic pre-requisites; emphasis on STEM
- Genentech's leadership principles; emphasis on (VACC) Visionary, Architect, Catalyst, Coach
- Working at Genentech Oceanside: Brief overview, Explore what working at the company looks like: People and Culture; Way We Lead: Leadership structure, Organizational transformation journey; Way We Work: Agile organization, performance objectives; Way We Grow: Lean/Digital evolution, Capabilities, Career road maps
- Personal Reflections: Personal story of growth, success factors and pitfalls in the industry
- Facility tour

SESSION 5

LEADERSHIP IN THE NON-PROFIT SECTOR

THURSDAY, MAY 16 | 5-8PM
BOYS & GIRLS CLUBS OF OCEANSIDE
401 COUNTRY CLUB LN, OCEANSIDE

SESSION FACILITATOR **JODI DIAMOND, BOYS & GIRLS CLUBS OF OCEANSIDE**

Jodi fell in love with nonprofits when she was only 10 years old. Inspired at Camp Chippawee, a summer camp for children and adults with disabilities, Jodi quickly developed a deep passion for charitable work. This commitment stuck with her through college, leading her to get her BS in Special Education and a Masters in Grant Management & Evaluation. Over 30 years later Jodi found her highest level of success and satisfaction in her work as CEO of Boys & Girls Clubs of Oceanside (BGCO). As CEO, Jodi was a finalist in the 2015 CEO of the Year Non-Profit Organization Category by the San Diego Business Journal, and recognized in 2021 Women of Influence 50 Over 50.



KEY TAKEAWAYS FROM THIS SESSION

- Brief Overview of Boys & Girls Clubs of Oceanside
- Understanding the key differences between Not for Profit and For Profit - are they really that different?
- Persuasive Leadership vs Mundane Management - Why Leadership and the team around you is so critical.
- External relationships and their importance to your work and life balance
- Oh the places you can go: How to stay current, relevant and innovative in an ever changing world.

SESSION 6

LEADERSHIP IN TOURISM/HOSPITALITY

THURSDAY, MAY 23 | 5-8PM

MISSION PACIFIC HOTEL

201 N MEYERS ST, OCEANSIDE

SESSION FACILITATOR

LESLEE GAUL, VISIT OCEANSIDE



Leslee Gaul has served as the CEO of Visit Oceanside since 2011. A graduate of the University of Missouri-Columbia with a BGS (an interdisciplinary degree), Leslee has over 27 years of travel and tourism experience. Her accomplishments include the creation of a Destination Marketing Organization (DMO) for the City of Oceanside. Under her leadership, the tourism industry has experienced ten years of unprecedented growth, averaging seven percent year-over-year. Leslee has worked in partnership with the city on destination management initiatives that include the recent launch of Oceanside's first tourism master plan. Other initiatives include major infrastructure improvements and new product development opportunities such as the agritourism strategic plan and beach preservation. Leslee currently serves on the Economic Development Commission, the Cal Travel board and Oceanside Chamber board among other board and committee leadership positions.

KEY TAKEAWAYS FROM THIS SESSION

- Overview of Visit Oceanside and the Oceanside tourism industry
- Tourism as an economic driver and symbiotic relationship with community
- Career opportunities and pathways
- Leadership traits in the industry and opportunities

SESSION 7

LEADERSHIP IN EDUCATION

THURSDAY, MAY 30 | 5-8PM

MIRACOSTA COLLEGE

1 BARNARD DR, OCEANSIDE

SESSION FACILITATOR

DR. KRISTEN HUYCK, MIRACOSTA COLLEGE



A San Diego native with a passion for community colleges, Dr. Kristen Huyck brings her professional experience as a public affairs practitioner, career dedicated to education, and knowledge of leadership to her position at MiraCosta College. At the College, she oversees governmental relations, communications, and public affairs.

Dr. Huyck received her Ed.D. in Organizational Leadership from Pepperdine University where her dissertation examined the participatory governance process. Additionally, she holds both a master's and bachelor's degree in political science. She has been teaching at colleges and universities since 2007 as a political science, leadership, and public administration associate faculty member.

KEY TAKEAWAYS FROM THIS SESSION

- Learn about the unique challenges and opportunities in leading educational institutions.
- Analyze current educational policies and the constraints they may impose on educational institutions. Explore how leaders can work within and influence policy frameworks to improve educational outcomes.
- Examine the relationship between education and key community sectors such as business, government, and non-profits.

SESSION 8

ENTREPRENEURIAL LEADERSHIP

THURSDAY, JUNE 6 | 5-8PM
OCEANSIDE CHAMBER OF COMMERCE
928 N COAST HWY, OCEANSIDE

SESSION FACILITATOR

KEVIN SHIN, LOCAL RESTAURANT OWNER

Kevin Shin is a board member of the Oceanside Chamber of Commerce and local restaurateur. Kevin holds a B.S. in Business Administration from CSU San Marcos and is a 13-year veteran of the United States Marine Corps. Kevin also served as a Fire Captain for the Culver City Fire Department. Kevin has had previous corporate experience with Satellite Security Systems and Motorola in regard to GPS technology for government, military and commercial applications. Kevin was also an instructor for the David Geffen School of Medicine at UCLA.



KEY TAKEAWAYS FROM THIS SESSION

- “The Great Leap of Faith into Entrepreneurship”
- The passion of entrepreneurship
- Ownership means taking on everything
- Skillsets required to becoming an effective entrepreneur
- Building and maintaining employees
- Leadership lessons: Opening up during a pandemic

SESSION 9

GRADUATION/CLASS DISCUSSION

THURSDAY, JUNE 13
CLASS DISCUSSION 5-6PM | GRADUATION RECEPTION 6-7:30PM
LOCATION TBA

In this final session, cohort members will have the opportunity to break into small groups and discuss the leadership principles learned over the past two months. Participants will be encouraged to share how they have implemented leadership strategies in their workplace and/or personal lives. Immediately following the class discussion, a graduation reception will be held to honor the cohort members for their completion of the Academy. All participants will receive certificates from the Oceanside Chamber of Commerce as well as from our various legislative representatives.

PLAN AHEAD FOR FALL 2024

Saturday, September 7 | 8AM-1PM
Opening Session - Panel Discussion

Thursday, September 12 | 5-8PM
Session 2 - Topic TBA

Thursday, September 19 | 5-8PM
Session 3 - Topic TBA

Thursday, September 26 | 5-8PM
Session 4 - Topic TBA

Thursday, October 3 | 5-8PM
Session 5 - Topic TBA

Thursday, October 10 | 5-8PM
Session 6 - Topic TBA

Thursday, October 17 | 5-8PM
Session 7 - Topic TBA

Thursday, October 24 | 5-8PM
Session 8 - Topic TBA

Wednesday, October 30 | 5-8PM
Graduation Reception and Class Activity



OCEANSIDE LEADERSHIP ACADEMY APPLICATION

Thank you for your interest in applying for Oceanside Leadership Academy (OLA). Please complete all information requested below. **Limited space is available to participate in (OLA). Applications will be reviewed and processed on a first-come first-served basis.**

Name _____

Phone Number _____ Email Address _____

Employer (If Applicable) _____

Current Role _____

Educational Background _____

How did you hear about OLA? _____

1). Please answer the following questions on a separate document and return with your application...

- What prompted you to apply for OLA?
- Tell us about your long-term professional and/or community leadership goal.
How are you working toward that goal?
- What would you like to learn from OLA?
- What leadership experiences have you had to date?
- What are some of the lessons you learned in leading others (if applicable)?
- What is your plan for applying what you learn through OLA?

2). Please provide 1 professional letter of reference

3). Payment Information

Tuition is \$425 for chamber members and their employees; \$625 for non-members

4). Session applying for:

Spring 2024 Fall 2024

If paying by Credit Card:

Card # _____ Exp Date _____

CVV _____ Billing Zip Code _____ Amount _____

If paying by check: Please make payable to: Oceanside Chamber of Commerce
Please return all documentation and payment to:

Oceanside Chamber of Commerce, 928 North Coast Highway, Oceanside, CA 92054
or Scott@OceansideChamber.com.