



Muskegon In Focus



LEARN. GROW. ENERGIZE.

- Broaden your understanding of the community and its resources
- Work more effectively as a leader in the community and in your organization
- Network to expand your circle of personal and professional relationships
- Inspire others in our community

WHAT: The Muskegon Lakeshore Chamber of Commerce and Muskegon Community College have partnered to bring a diverse group of professionals together in a community-awareness program committed to enhancing and connecting leaders from business, non-profit and government. Muskegon In Focus will provide numerous experiences that give a behind-the-scenes look at opportunities to “make a difference”.

WHY: Service to community starts with understanding your “community as a system”--its strengths and weaknesses, its challenges and opportunities as well as its past accomplishments in order to become more effective leaders who can impact its future.

WHEN: All Wednesday mornings beginning September 17, and ending November 5, 2014 -- See the *Schedule at a Glance* inside for details.

WHO: Applicants should have an interest in future community involvement, a demonstrated commitment to the area and a desire to better understand what makes Muskegon a great place to live, work, play and learn.

WHERE: All sessions will take place at unique and exciting locations along the Muskegon lakeshore.



2014 Application

Over the past 30 years, 900+ individuals have graduated from this unique program and many have assumed leadership roles in Muskegon County on civic, community, non-profit and governmental boards and commissions. A selection committee will review all applications, giving special attention to leadership potential from a diverse participant group. For additional information, contact Pat Shafer at the Muskegon Lakeshore Chamber of Commerce at pshafer@muskegon.org or 231-722-3751.

Choose a program to fit your particular needs...

- Complete leadership program with orientation, sessions 1-8 (The BEST Option)
- “Newcomer” executive community orientation, sessions 1 and 2 only (September 17 and 24 ONLY)
(See more detailed Schedule at a Glance as well as tuition/fees for each one—**NOTE: Early Bird Discount**)

September 17
7:30 am – 12:30 pm

Getting to Know Your Community – The Past, Present and Vision for the Future

Building a sense of “community” in the class
Location: *Muskegon Lakeshore Chamber of Commerce*

September 24
7:30 am – 4:00 pm

Seeing Your Community - “Up Close and Personal”

Includes a guided walking tour of downtown Muskegon & narrated bus tour of Muskegon County
Meet at: *Baker College Culinary Institute of Michigan*

October 1
7:30 am – 12:30 pm

Community Sustainability and the Environment

Includes a Muskegon Lake cruise on the research vessel, the W.G. Jackson
Location: *Grand Valley State University Annis Water Resources Institute*

October 8
7:30 am – 12:30 pm

Local Government Operations

Highlights of local government collaborations and innovations in public safety, criminal justice and the judicial system
Location: *Muskegon County Building– County Commission Board Room*

October 15
7:30 am – 1:00 pm

What’s “Manufactured in Muskegon?” and the importance of small business to our community

Includes tours of local manufacturing facilities & meet successful small business owners
Meet at: *TBD*

October 22
7:30 am -12:30 pm

Education – Developing and Maintaining a Healthy Workforce -- The Pathway to Prosperity

Includes an area superintendent discussion on educational challenges
Location: *Muskegon Community College- Blue & Gold Room*

October 29
7:30 am - 12:30 pm

Our Health System and Human Services in the Community

Includes a tour of Muskegon’s unique, multi-agency senior services and activity center
Location: *Tanglewood Park*

November 5
7:30 am - 1:00 pm

“Launching” Your Community Service and Involvement

Includes meeting community “Agents of Change” & an introduction to non-profit organizations
Location: *United Way of the Lakeshore Human Services Center*

PROGRAM SPONSOR:

DAY SPONSORS:



APPLICATION FORM:

Muskegon In Focus



Complete this application and return it by September 5, 2014, to
Muskegon Lakeshore Chamber of Commerce, 380 West Western, Suite 202, Muskegon, MI 49440.
You may also access this application online at www.muskegon.org.

PERSONAL INFORMATION:

Last Name _____ First _____ Middle _____ Nametag _____
Home Address _____ Apt/Ste # _____
City _____ State _____ Zip _____
Home Phone _____ Home Email _____ Cell Phone _____
How long have you **lived** in the Muskegon area? _____ **and/or** How long have you **worked** in the Muskegon area? _____

EMPLOYMENT INFORMATION:

Employed Retired Self-Employed Other: _____
Employer Company _____ Position/Title _____
Employer Address _____ Apt/Ste # _____
City _____ State _____ Zip _____
Work Phone _____ Work Email _____ Work Fax _____
Employed Since _____ Preferred **Mailing** Address: Home Work Preferred **Email** Address: Home Work

DEMOGRAPHIC INFORMATION: *(This section is voluntary, however, the information will be helpful to ensure class diversity)*

Ethnic Identification (Please specify your ethnic heritage or background) _____
_____ Date of Birth _____ Gender: Male Female

EDUCATION:

Please specify highest degree earned through formal education:

High School GED Associates BS/BA MA/MBA PHD JD

List Schools: _____

COMMUNITY INVOLVEMENT:

Please list your involvement in any professional organizations, business, and community board service and volunteerism:

Name of Group Affiliation	Positions Held or Assignments	Period of (year to year)
_____	_____	_____ to _____
_____	_____	_____ to _____
_____	_____	_____ to _____
_____	_____	_____ to _____
_____	_____	_____ to _____

APPLICANT STATEMENT: (You may use a separate page if desired)

Question #1 - What do you hope to gain by participating in Muskegon In Focus? _____

Question #2 - In what ways do you expect your particular skills and experience to contribute to our community? _____

COMMITMENT:

For whichever option you choose, attendance at all program sessions is required to achieve the full value of the program. If you cannot adjust your schedule to accommodate full participation, please consider the 2015 program.

TUITION: Please indicate the option of your choice...

<u>Options (check one)</u>	<u>Tuition</u>	<u>Early Bird Registration/Payment*</u>
<input type="checkbox"/> Sessions #1 through #8 - complete program	\$495	\$450
<input type="checkbox"/> Sessions #1 and #2 only	\$199	\$175

*Early Registration and Payment must be received by August 1, 2014

Cancellations made after the tuition deadline WILL NOT BE REFUNDED

APPLY EARLY as class size is limited. **Applications are due by September 5, 2014. Tuition is due by September 12.** Checks should be payable to the Muskegon Lakeshore Chamber of Commerce Foundation and may be eligible for a tax deduction under the Internal Revenue Code as a business expense. To assure the diversity of the program, financial assistance may be extended to qualified organizations which may not otherwise be able to participate. Requests for scholarship assistance will be considered **ONLY** on the basis of demonstrated need and class composition. "Ask for what you need, but please need what you ask for," as scholarship assistance is limited.

FINANCIAL ASSISTANCE: Optional

I am requesting \$_____ in scholarship funds

Generally, scholarship requests far exceed what MIF can grant; so, help us determine your level of need by explaining the reason(s) for this request: _____

Are you prepared to personally pay any portion of the tuition?

No Yes, if Yes, how much \$_____ Please explain

ACKNOWLEDGEMENT:

If selected, this employee will have my full support for the time required to participate in Muskegon In Focus, 2014.

Employer Signature: _____ Employer Title: _____ Date: _____

I will participate and devote the time required to complete Muskegon In Focus, 2014.

Applicant Signature: _____ Applicant Title: _____ Date: _____