



SMITH  
MOUNTAIN  
LAKE

— *Filled with* —  
EMERGING LEADERS

2021 Leadership Academy

Activate + Connect + Inspire



SMITH  
MOUNTAIN  
LAKE

Regional Chamber of Commerce

[www.visitsmithmountainlake.com](http://www.visitsmithmountainlake.com)

## Purpose & Objectives

### Overview

Each year, Smith Mountain Lake Leadership Academy participants are selected through an application process. The class begins in early January and class days are the first Wednesday of each month with graduation in early December.

### Statement of Purpose

The purpose of the Smith Mountain Lake Leadership Academy is to conduct an annual program which will develop a diversified corps of informed, committed and qualified individuals who will assume leadership roles for Bedford, Franklin and Pittsylvania County organizations, both public and private, to meet the needs of the future.

### Objectives

- To identify and develop potential and existing leaders in business, government, and the community and to help them better prepare for responsibility in the community.
- To provide these leaders with a practical, clear and simple understanding of major problems and opportunities facing our community.
- To facilitate access between emerging leaders and current leadership of the community.
- To improve the communications network among leaders from diverse backgrounds and interests.
- To create an avenue for persons of demonstrated commitment to the community to meet and exchange ideas.
- To stimulate increased participation in and commitment to the community.

### Mission Statement

The Mission of the Smith Mountain Lake Leadership Academy is to develop local leaders by equipping them with leadership skills, to provide information on community issues so that the community can progress, and to evoke community action based on the presentation of these issues.

### About the Smith Mountain Lake Regional Chamber of Commerce

The Smith Mountain Lake Regional Chamber of Commerce (SMLRCC) is dedicated to promoting tourism and growing business for its members and the community. As a member-driven organization with 700 members, the SMLRCC provides information, advocacy, and support to the lake's growing business community. SMLRCC's goal is to strengthen the social and economic environment of the region. Visit online at [visitsmithmountainlake.com](http://visitsmithmountainlake.com).

## Program Outline and Application Process

### Class of 2021 Session Proposed Calendar

The detailed schedule will be distributed to the class during orientation. Most classes will be in session from 10 a.m. - 3 p.m.

Orientation Wednesday, January 6	Protective Services Wednesday, July 7
History & Culture Wednesday, February 3	Government Affairs Wednesday, August 4
Regional Leadership Wednesday, March 3	Education Wednesday, September 1
Economic Development Wednesday, April 7	Agri-Business/Natural Resources Wednesday, October 6
Recreation, Tourism & Hospitality Wednesday, May 5	Manufacturing Wednesday, November 3
Health & Human Services/Poverty Awareness Wednesday, June 2	Graduation Wednesday, December 1

### Commitment

Attendance at the orientation, monthly sessions from February through November, and a graduation program in December are mandatory. Persons who cannot adjust their schedules to accommodate these days should not apply. Class members are expected to attend each day session in its entirety. Leadership Academy participants are required to allocate 24 hours of volunteer service of which 8 hours are allocated to the Smith Mountain Lake Regional Chamber of Commerce events or SML Visitor Center and 16 hours to an organization of your choosing. Additionally, participants are expected to attend at minimum one (1) Smith Mountain Lake Regional Chamber of Commerce networking forum each month: Franklin County Connects (second Wednesday each month from 9 – 10 a.m.), Business After Hours (third Thursday each month from 5 – 7 p.m.) or SML Connects Road Show (fourth Thursday each month from 9 – 10 a.m.).

In order to successfully complete the Smith Mountain Lake Leadership Academy program, attendance is expected at all scheduled sessions. Failure to attend all sessions may result in participant's ineligibility to graduate from the program. The Smith Mountain Lake Regional Chamber realizes that unexpected situations may arise that result in participant's inability to attend. In such instances the Chamber's Education Committee will evaluate the absence on a case-by-case basis.