



**SPOTLIGHT:**

**Wayne County welcomes  
partnership tailored to  
grow the region**

**ALSO INSIDE:**

- Shafer Welcomes Two New Ambassadors
- Congrats Emergence 2024 Grads





## Wayne County welcomes partnership tailored to grow the region

Melissa Vance, CEO, Wayne County Chamber of Commerce

Wayne County — home to Richmond, the Eastern Gateway of Indiana, thrives with industry and jazz. Its architecture reflects a Quaker heritage, with the Whitewater River flowing alongside the historic Starr Piano Company and Gennett Records.

Melissa Vance loves this place. She grew up going to the county fair — one of the oldest in Indiana — and shopping in the quaint stores with her mom before graduating from Centerville High School. It was no surprise when she began working for the Wayne County Chamber of Commerce eight years ago.

“Working with exceptional leaders to improve Wayne County is truly a blessing. Whether we’re expanding businesses, enhancing the workforce, or fostering personal growth, we have the privilege of witnessing success flourish all around us,” said Vance, who has served as the chamber’s president and CEO since 2018.

For years, Vance and her team worked hard to provide professional development, networking and engagement for the chamber’s more than 530 members. They enjoyed seeking out speakers and developing programming, but the planning and execution took a lot of energy and time.

Enter Peggy Cenova, then the regional director for the East Central Indiana Small Business Development Center in Muncie. Cenova encouraged her good friend to “not recreate the wheel” and focus her energy on the chamber’s other important roles and priorities. Cenova introduced Vance to Shafer Leadership Academy as a way to provide professional development tailored to Wayne County’s needs and goals.



### Need an easy way to develop your people?

At Shafer Leadership Academy, we believe that growing your people is the best way to increase your impact. So find a program that’s right for you. Now is the time to invest in your people. Let’s multiply your success with more effective and enthusiastic leaders.

[Find A Program](#)





The Wayne County Area Chamber of Commerce helps to foster an attractive, welcoming community that is growing in population and prosperity.

“Working with Shafer,  
we learn how to evolve and  
thrive in a changing climate.”

### Personalized programs that are ‘just the beginning’

Last summer, Vance sat down with the executive director of Shafer Leadership Academy, Mitch Isaacs, who is from Wayne County. She learned about Shafer’s Academy Membership, which provides the employees of businesses and nonprofits with unlimited access to Coffee Talks, Lunch & Learns and Workshops. It provides discounted access to SLA’s foundational leadership training, Emergence, and tailored programs and coaching.

In March, Shafer Leadership came to Richmond to provide a tailored training version of its Fusion program to help participants become more effective communicators and leaders in multi-generational workplaces.

“We had about 86 people, and the feedback was tremendous. Mitch and his team are from the area and know our members or are taking time to get to know our members,” she added. “Sometimes people perceive local as less experienced or less qualified compared to a national company, but Shafer challenges that thinking, and our interactions have proven you can grow excellence and we can be excellent together, right here in our own county.”

Isaacs has traveled to the county to lead or observe several of the workshops for chamber members. “It’s energizing, he said, to see a community come together to be so invested in and driven to grow. I can’t wait to see their evolution as we continue to support them.

“It is a joy to work with Melissa and her team. They are so connected to their members, and their community, that they innately understand what needs should be addressed,” he said. “I am consistently impressed by their professionalism, drive and willingness to collaborate. They are a model for chambers across the state.”

Vance said SLA’s focus on inclusive leadership for all resonates with the chamber’s mission to grow leaders at every level. SLA programs, Vance said, benefit leaders at all levels to achieve their potential at the workplace and in the community.

“Leadership happens at every level from toddlers to seniors, and that’s something that people don’t always grasp or realize. They think, ‘Oh, I’ll be a leader when I become the CEO or store manager,’” Vance said. “But good leadership is simply using your influence and using that influence

for good or to bring people along to progress. If you don’t learn those leadership skills along life’s journey, then you won’t be ready if and when you move into a larger role.”

To those who say they don’t need professional development or that they can get all they need from books or YouTube videos, Vance says ‘nope.’ Books and podcasts and virtual experiences are great, she said, but they don’t replace the deep work that happens in personal, targeted virtual sessions or in-person programming.

“We live in a world of multitasking, and multitasking is a good way to get things done, but it’s not a good way to grow. And we need growth. It’s important for us to pull ourselves aside and turn everything else off to really focus on becoming a better leader or community member or whatever it is you want to achieve. And we often can’t do that work alone.”

Vance said she looks forward to the word continuing to spread about what Shafer Leadership Academy brings to chamber members to better promote, lead and serve the region.

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**Learn more about how your organization can become a member.**

Contact: Ted Ward, SLA Membership Director

[tward@shaferleadership.com](mailto:tward@shaferleadership.com).

## Build confident leaders.

**Explore custom leadership development and training**

Shafer Leadership Academy offers customized sessions of many of our popular workshops and seminars. These custom programs can be delivered virtually, in-person, or hybrid to accommodate your team’s learning requirements.



## Shafer Leadership Academy Welcomes New Ambassadors

Shafer Leadership Academy welcomes two Community Engagement and Inclusion Ambassadors to connect individuals with inclusive leadership development opportunities. Charlize Jamieson and Gabrielle Lloyd will join Courtney Jarrett, who was named an inaugural ambassador in 2022.

Jarrett will lead this trio of volunteers as they build relationships across East Central Indiana and provide feedback about the equity of SLA's programs and policies. Jarrett said she and outgoing ambassadors, Sophie Richau and Daniella Flowers, have seen an impact from the intentional outreach to diversify representation in the region.

"The ambassador role at SLA highlights that we live in a diverse community where all kinds of voices need to be represented, whether on government boards or at nonprofit organizations. The ambassador role is to

bridge that gap, to ask folks with diverse identities to speak up and serve and be active in Muncie and Delaware County," said Jarrett, who — as director of Ball State University's Disability Services — has embraced the role of Community Inclusion Ambassador for People with Disabilities.

Mitch Isaacs, executive director of Shafer Leadership Academy, said the ambassadors are particularly focused on listening to members of underrepresented groups.

"We are asking the ambassadors to focus on listening," he said. "Shafer Leadership Academy is crafting a new strategic plan, and our ambassadors are now asking questions to help us better understand how to engage diverse communities."

Read more about each ambassador and learn more about Inclusive Leadership Development by visiting [www.shaferleadership.com/2024-ambassadors/](https://www.shaferleadership.com/2024-ambassadors/)



From left to right: Courtney Jarrett, Charlize Jamieson, Gabrielle "Gabby" Lloyd



## Annual Meeting & Report to the Community

- Receive an update on our activities
- Mix and mingle at our reception
- Enjoy drinks and hors d'oeuvres
- Hear from our graduates

**Tuesday, August 6, 2024**

Reception at 4:30 p.m. • Presentation at 5:00 p.m.

Innovation Connector  
1208 W White River Blvd  
Muncie, IN 47303



# Congrats Emergence 2024 Grads!

Please join us in celebrating their incredible journey.

On Tuesday, May 21st, at the Ball State University Alumni Center, we witnessed an inspiring transformation as this cohort went from quiet beginnings to a vibrant, connected community.

"Our graduates showcased impressive teamwork and intentional listening, creating a collective project where no detail and no one was left out. They represented servant leadership, listening to everyone, ensuring every voice was heard, and keeping the goal in mind while utilizing the tools they learned. Their energy and confidence were evident, and they grew in their strengths, believing in the work they were doing. The community they built is now eager to grow and make a bigger impact." - Tisha Gierhart, Program Director

Emergence: Personal Foundations of Effective Leadership is our core leadership program, an eight-week, highly interactive training opportunity ideal for emerging or experienced leaders. Our graduates are now better equipped to lead the change they want to see in their businesses, not-for-profits, civic groups, and communities.

Registration for the next session of Emergence will open in early 2025. Sign up for the waitlist at <https://www.shaferleadership.com/emergence/>. This program fills up quickly, and we offer seats to member organizations and to those on the waitlist first.



## EMERGENCE

PERSONAL FOUNDATIONS OF EFFECTIVE LEADERSHIP

Join the waitlist for  
our next session!



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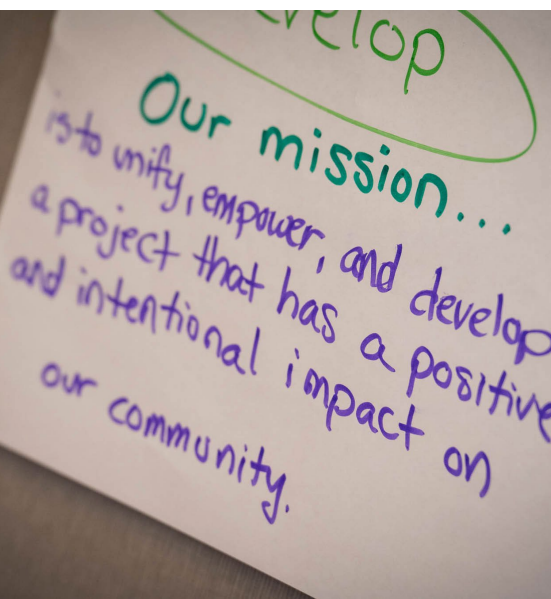
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Ball State Innovation Corporation

**Jeannine Harrold**  
Director Emerita  
Ball State University Career Center





## Upcoming Events

Shafer Leadership sessions are led by facilitators who guide participants to learn in community together around a leadership development topic. Facilitation is different than lecturing, webinar, or presentation style format.

### July

THU  
11

#### Elevating Influence and Credibility

Participants will learn practical strategies and insights to empower and amplify influence and credibility at work.

Virtual Early Riser



DeNeen K. Attard

### August

THU  
08

#### How to Build Relationships to Negotiate Anything

This interactive and fun training session is designed to transform negotiation from a challenge into an opportunity.

Virtual Early Riser



Leah Stallone

TUE  
16

#### Leading from Anywhere: Strategies for Leading Up

This workshop is designed to empower individuals to excel in leadership roles regardless of their position within an organization.

In-Person Lunch & Learn



Lisa Kress

TUE  
15

#### Healthy Conflict In The Workplace

Attendees will develop effective communication techniques, active listening skills, and strategies for managing emotions during conflicts.

In-Person Workshop



James Joseph

WED  
24

#### How to Attract And Retain Top Talent In A Digital World

This interactive session will outline the digital tools available to attract and retain your industry's future leaders.

Virtual Workshop



Kamber Parker

WED  
21

#### Energy Leadership

The session will teach leaders about the seven levels of leadership, how they show up in their everyday lives, and how to shift their energy.

Virtual Workshop



Julie Sanchez

WED  
31

#### In Pursuit of Leadership: A Law Enforcement Perspective

Together we will discuss the importance of knowing how others around us react to our leadership style can create a more positive and productive workplace.

Coffee Talk



Tonny Skinner

TUE  
27

#### Purpose-Driven Organizations: Prioritizing 'Why' Over 'What'

Discover how a purpose-driven approach can reshape your business strategy and enhance your overall satisfaction

In-Person Lunch & Learn



Adam Unger



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**LUNCH & LEARN**

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[www.shaferleadership.com/calendar/](http://www.shaferleadership.com/calendar/)

## September

THU  
5

### Cultivating a Trans-Inclusive Workplace

Learn practices you can implement to help trans coworkers, customers, and other stakeholders feel like they belong.

Virtual Early Riser



Leah Stallone

TUE  
10

### Examining Biases and Stereotypes

Participants will learn how stereotypes and biases affect decisions, communication, behavior.

In-Person Lunch & Learn



Dorica Watson

WED  
18

### A Workshop for Unlocking High Performance & Focus

Explore the psychological principles, practical strategies, and experiment with hands-on exercises that can help unlock new ways of showing up for work.

Virtual Workshop



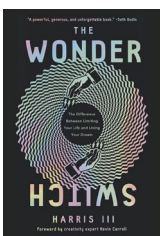
Adam Bouse

THU  
19

### Off the Shelf: The Wonder Switch

learn how reclaiming your wonder helps you reclaim your life.

Virtual Discussion



## Featured Presenters



### Tonny Skinner

Delaware County Sheriff

Tonny Skinner has been a part of the Delaware County Sheriff's Office for nearly 30 years. In his career, he has worked as a correctional officer, narcotics investigator, training director, supervisor on all three shifts and has been elected as the Delaware County Sheriff twice.



### Adam Unger

Chief Executive Officer  
Accutech Systems Corporation

Adam Unger is CEO of Accutech Systems Corporation (ASC) and has been working with ASC since 1999. Since becoming CEO, he has led a corporate restructuring for growth, increased revenue nearly ten-fold, re-branded ASC internally and externally, launched an innovative browser-based flagship product, and eliminated all debt.

## Our Mission

Shafer Leadership Academy provides inclusive leadership development so that people, organizations and communities reach their full potential.

## Future Vision

Empowering people to inspire positive change in their community. Our participants excel in their careers, enrich the lives of others and transform their communities.

PRESIDENTIAL



PREMIERE



EXECUTIVE



PARTNER

