



VIA LEADERSHIP PROGRAM

REACHING GREATER HEIGHTS

KNOW YOUR WHY | CHARACTER | VISION | TEAM | SUCCESS | LEADERSHIP

Grow your business with the VIA Leadership Program

An immersive, hands-on training designed to teach effective leadership skills. As a participant, you will learn vital business and leadership knowledge through interactive activities in vibrant, small group settings.

Each session is led by a unique business or community leader who is ready and willing to share their expansive insight and proven insider knowledge with you. New in 2021, VIA is proud to announce that two individual series levels will be offered for the program.

LAUNCHES MAY 7, 2021
Every Friday for 6 weeks
from 7:30 a.m. – 9:30 a.m.



SESSIONS

May 7: If You Don't Know Your Why, How Will Those You Lead Know?

Michelle Lambarena, Director, Leadership and Organizational Development and Patient Experience | Henry Mayo Newhall Hospital

May 14: Without Character, You're Not a Leader
Bill Miranda, Mayor | City of Santa Clarita

May 21: Without Clear, Purposeful and Inspiring Communication, Your Vision Fails
Michelle Rey, Executive Director | College of the Canyons Foundation

June 4: Understanding Yourself and Understanding Your Team Leads to Extraordinary Results
Dan Williams, Director of Intention | Potential2Purpose

June 11th: Knowing When to Adapt Your Leadership Style is the Difference Between Success and Failure
Paul Raggio, Certified Executive Development Facilitator, Leadership and Business Coach | One True North, Inc.

June 18: Panel Discussion | The Pinnacle is Servant Leadership
Sharlene Duzick | California Jaycees State President
Jason Gibbs, Councilman | City of Santa Clarita
Dan Ziegler, Teacher, Speaker & Coach | Daniel Ziegler Company
Corey Curties, District Manager | Coffee Bean & Tea Leaf and Founder of GC Group Consulting

VIA Members: \$499 | Non-Members: \$599

WWW.VIA.ORG

LEADERSHIP PROGRAM

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR | \$2,500

- 2 Program Spots
- Priority Position Logo on all print material
- Recognition on VIA.org
- 5 minute spotlight presentation
- Sponsor Award

GOLD SPONSOR | \$1,000

- 1 Program Spots
- Logo on all print material
- Recognition on VIA.org
- 2 minute spotlight presentation
- Sponsor Award

SILVER SPONSOR | \$500

- Logo on all print material
- Recognition on VIA.org

SPONSORS

GOLD SPONSOR



SIGN UP TODAY! Contact Kathy Norris at Kathy@via.org or 661.294.8088

Yes! Please register me for the VIA Leadership Program.

Member - \$499 **Non-Member - \$599**

Yes! Please register me as a VIA Leadership Program Sponsor. Platinum \$2500 | Gold \$1000 | Silver \$500

Name: _____

Company: _____

Address: _____

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Please Bill Me CC# (VISA, MasterCard or Amex) _____

Expiration Date: _____ Billing Zip Code: _____